

# PACIFIC SURFLINER ROUTE FFY 2005–06 BUSINESS PLAN



**State of California  
Department of  
Transportation**  
April 2005



**ARNOLD SCHWARZENEGGER**, Governor

**SUNNE WRIGHT MCPEAK**, Secretary  
Business, Transportation and Housing Agency

**WILL KEMPTON**, Director  
Department of Transportation

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>CHAPTER I – INTRODUCTION .....</b>	<b>9</b>
Department’s Vision and Goals For Intercity Passenger Rail .....	9
The Business of Intercity Rail Passenger Service .....	9
Business Outlook .....	12
<b>CHAPTER II – PERFORMANCE STANDARDS AND RESULTS .....</b>	<b>17</b>
Performance Standards .....	17
Basis for Achievement of Performance Standards .....	17
Comparison of FFY 2003-04 Performance Standards and FFY 2003-04 Actual Results .....	19
FFY 2004-05 Performance Standards .....	20
FFY 2005-06 Performance Standards .....	21
FFYs 2006-07 – 2008-09 Performance Standards .....	21
Historical Performance Prior to FFY 2003-04 .....	21
<b>CHAPTER III – OPERATING AND MARKETING PLANS .....</b>	<b>27</b>
Operations .....	27
Route Description .....	27
Current Service Level .....	28
New Service .....	29
Pacific Surfliner Connectivity with Metrolink and Coaster .....	29
Pacific Surfliner Intercity Passenger Rail System Connectivity .....	31
Passenger Information .....	31
Food Service .....	32
Fares .....	33
On-Time Performance .....	33
Amtrak Bus Operations .....	34
Marketing .....	37
Marketing Funding .....	37
Advertising and Public Relations .....	38
Joint Marketing with Commuter Services .....	40
Group Travel Program .....	40
Rail Safety .....	41
Market Research .....	41

## TABLE OF CONTENTS

(Continued)

<b>CHAPTER IV – CAPITAL PLAN .....</b>	<b>43</b>
Capital Plan Goals .....	43
Capital Plan Summary .....	44
Track and Signal Improvements.....	49
New Stations and Station Improvements .....	52
Maintenance and Layover Facilities.....	54
Equipment.....	55
Americans with Disabilities Act (ADA) .....	56
<b>APPENDIX – PACIFIC SURFLINER RAIL STATIONS AND</b>	
<b>    CONNECTING SERVICES .....</b>	<b>57</b>
San Joaquin Rail Stations .....	57
Commuter and Urban Rail Transportation Services That Connect to	
the Pacific Surfliners.....	61
Other Amtrak Services That Connect to the Pacific Surfliners .....	62

## TABLE OF FIGURES

<i>Figure 1.1 – Pacific Surfliner Route Map .....</i>	<i>8</i>
<i>Figure 1.2 – State-Supported Intercity Rail and Feeder Bus Route Map .....</i>	<i>14</i>
<i>Figure 1.3a – Pacific Surfliner Schedule - Northbound.....</i>	<i>15</i>
<i>Figure 1.3b – Pacific Surfliner Schedule - Southbound.....</i>	<i>16</i>
<i>Figure 2.1 – Pacific Surfliner Route Performance Standards.....</i>	<i>23</i>
<i>Figure 2.2 – Pacific Surfliner Annual Operating Performance .....</i>	<i>24</i>
<i>Figure 2.3 – Pacific Surfliner Route Financial Trends –</i>	
<i>SFY 1979-80 through 2003-04 .....</i>	<i>25</i>
<i>Figure 3.1 – Rail 2 Rail System Map.....</i>	<i>30</i>
<i>Figure 4.1 – Summary of Capital Projects.....</i>	<i>45</i>
<i>Figure 4.2 – Detail of Capital Projects – Underway .....</i>	<i>45</i>
<i>Figure 4.3 – Detail of Capital Projects – Programmed.....</i>	<i>46</i>

# EXECUTIVE SUMMARY

## CHAPTER I – INTRODUCTION

The Department's vision for its intercity passenger rail program includes the following elements:

- Provide relief to highway and airway congestion.
- Provide a rail transportation alternative to other travel modes.
- Improve air quality, conserve fuel, and contribute to efficient and environmentally superior land use.

The Department is in the business of administering intercity passenger rail service. The State began financial support of the Route in 1976. The State and Amtrak share responsibilities for operating train service; Amtrak operates the trains and the State provides funding and oversight. Amtrak entirely supports 30 percent of the Route's service, because it is considered Amtrak "basic system" service, while the State supports the remaining 70 percent of the Route.

The Pacific Surfliner Route extends 351 rail miles between San Luis Obispo and San Diego (222 miles north of Los Angeles and 129 miles south of Los Angeles) with 24 intermediate stops. The Route is now the busiest in the Amtrak national system outside of the Northeast Corridor. Since 1976, the Department and other agencies have committed almost \$1.1 billion to station, track and signal, and equipment projects, and maintenance facilities on the Route, including both completed and programmed projects.

Federal Fiscal Year (FFY) 2003-04 was an extremely positive year for the Pacific Surfliners. In FFY 2003-04, ridership of 2,344,665 was the highest ever for the Route, and 7.6 percent above FFY 2002-03 ridership. This is the second year of extraordinary ridership increases. FFY 2002-03 ridership was 27 percent above FFY 2001-02 ridership. The unprecedented ridership increase (with no increase in train frequencies) is primarily the result of the Rail 2 Rail Program, which allows joint ticketing between Amtrak and Metrolink and Coaster commuter rail services. Cost efficiency, measured by the farebox return, was 55.2 percent.

The Route is poised for very positive ridership and financial results in the near-term, with ridership projected to increase by 6.2 percent from 2003-04 to 2004-05 to 2,491,100 riders. After many years of escalating costs, Amtrak has stabilized both the cost basis and actual costs. An additional roundtrip was added on November 17, 2004 between Los Angeles and San Luis Obispo. The current service level of 11 roundtrips from San Diego to Los Angeles and five roundtrips from Los Angeles to Santa Barbara with two roundtrips continuing to San Luis Obispo offers many trip options for both business and leisure travelers.

## **CHAPTER II – PERFORMANCE STANDARDS AND RESULTS**

The business plan includes performance standards for the current and budget year, and projected three years into the future. The performance standards measure usage, cost efficiency and service quality. The performance standards are based on the short-range Operating, Marketing and Capital Action Plans laid out in the Business Plan and the long-range actions presented in the 10-year California State Rail Plan. The anticipated results of the action plans are analyzed to determine achievable future year performance standards.

Ridership increases in this 2005-06 Pacific Surfliner Business Plan are based on ridership from the new Los Angeles-San Luis Obispo roundtrip added in November 2004 and a twelfth San Diego-Los Angeles roundtrip planned for 2007-08, plus a steady ridership increase from the base service. The ridership performance standard shows an increase from 2,491,100 riders in 2003-04 to 2,813,700 riders in 2008-09 (a total increase of 13 percent). The farebox ratio performance standard is 57.3 percent in 2004-05, and then up to 60.8 percent in 2008-09. The on-time performance standard is 81 percent in 2004-05 and then up to 84 percent by 2006-07 and the rest of the period.

## **CHAPTER III - OPERATING AND MARKETING PLAN**

This chapter includes a discussion of the operating and marketing program (summarized in the Operating and Marketing Action Plans below) designed to achieve the performance standards discussed above.

### **OPERATING ACTION PLAN**

#### **System Connectivity**

- Continue to expand the successful Rail 2 Rail Program in 2004-05 and 2005-06.
- Complete initial installation of “next-generation” joint Amtrak-Metrolink ticketing machines at all Pacific Surfliner stations by 2006.

#### **Passenger Information**

- Redesign website to be more useful to user, including: quicker downloads, airport access information, and additional transit information.

#### **Food Service**

- Install new signage in food service cars in the spring of 2005, and develop and implement marketing to increase awareness of food service.

### **On-time Performance**

- Reach on-time performance goal of 81 percent in 2004-05 and 83 percent in 2005-06 as a result of completion of capital projects, and working with UP Railroad, BNSF Railway, and Amtrak to identify and implement measures to enhance schedule reliability.

### **Amtrak Bus Operations**

- Conduct twice-yearly route and segment bus evaluations to determine cost recovery. Make adjustments or discontinue routes as necessary.

## **MARKETING ACTION PLAN**

### **Advertising and Public Relations**

- Conduct fall, winter, and spring promotions in 2004-05 and 2005-06 using a variety of media, as appropriate to the promotional themes, to assist in the goal of achieving or exceeding projected ridership gains of 6.2 percent in 2004-05 and 2.3 percent in 2005-06.
- Continue successful advertising partnerships and implement new partnerships in 2004-05 and 2005-06 with local organizations such as Suzuki Rock and Roll Marathon, Fiesta Broadway, Travel Made Simple Sweepstakes, and similar venues.
- Conduct public relations activities in 2004-05 and 2005-06 to recognize significant milestones on the Route and promote events highlighting special destinations.

### **Joint Marketing with Commuter Services**

- Continue joint marketing of the Rail 2 Rail Program in 2004-05 and 2005-06 with Metrolink and Coaster.

### **Group Travel Program**

- Continue promotion of the “Kids ‘N Trains” Program and conduct a survey of program users in 2004-05 to evaluate program structure and identify program refinements.
- Implement a college student travel discount program in the fall of 2005.

## **CHAPTER IV – CAPITAL PLAN**

This chapter includes a discussion of the capital program (summarized in the Capital Action Plan below) designed to reach the performance standards discussed above.

## **CAPITAL ACTION PLAN**

### **Track and Signal Projects**

- Complete construction on two projects in mid-2005 on the northern end of the route: San Luis Obispo centralized traffic control extension and Gaviota–Ellwood (Santa Barbara County) track improvements.
- Start construction on Santa Susanna Tunnel (Los Angeles/Ventura Counties) seismic upgrade in 2005 and complete construction in 2006 (subject to 2005 allocation of construction funds).
- Complete environmental clearance and preliminary engineering on the Los Angeles Union Station run-through track project in 2005.
- Continue construction on Los Angeles-Fullerton third main track project. Finish construction on La Mirada-Basta and Commerce-Pico Rivera segments in 2006-07.
- Start construction in 2005 on Lincoln Avenue double track project in Orange County and complete construction in 2006.
- Continue work on CP Flores-CP O’Neil double track, and Del Mar Bluffs stabilization in San Diego County.

### **Station Projects**

- Complete construction of the Camarillo station and Santa Ana station pedestrian bridge in 2006.
- Continue development of “next generation” ticket vending machines at Amtrak and Metrolink stations allowing through ticketing between Amtrak and Metrolink.

### **Americans with Disabilities Act**

- Complete installation of Passenger Information Systems to provide real-time audio and visual information on train arrivals and departures at all Amtrak and Metrolink station on the Pacific Surfliner Route by the summer of 2005.

## **APPENDIX – PACIFIC SURFLINER RAIL STATIONS AND CONNECTING SERVICES**

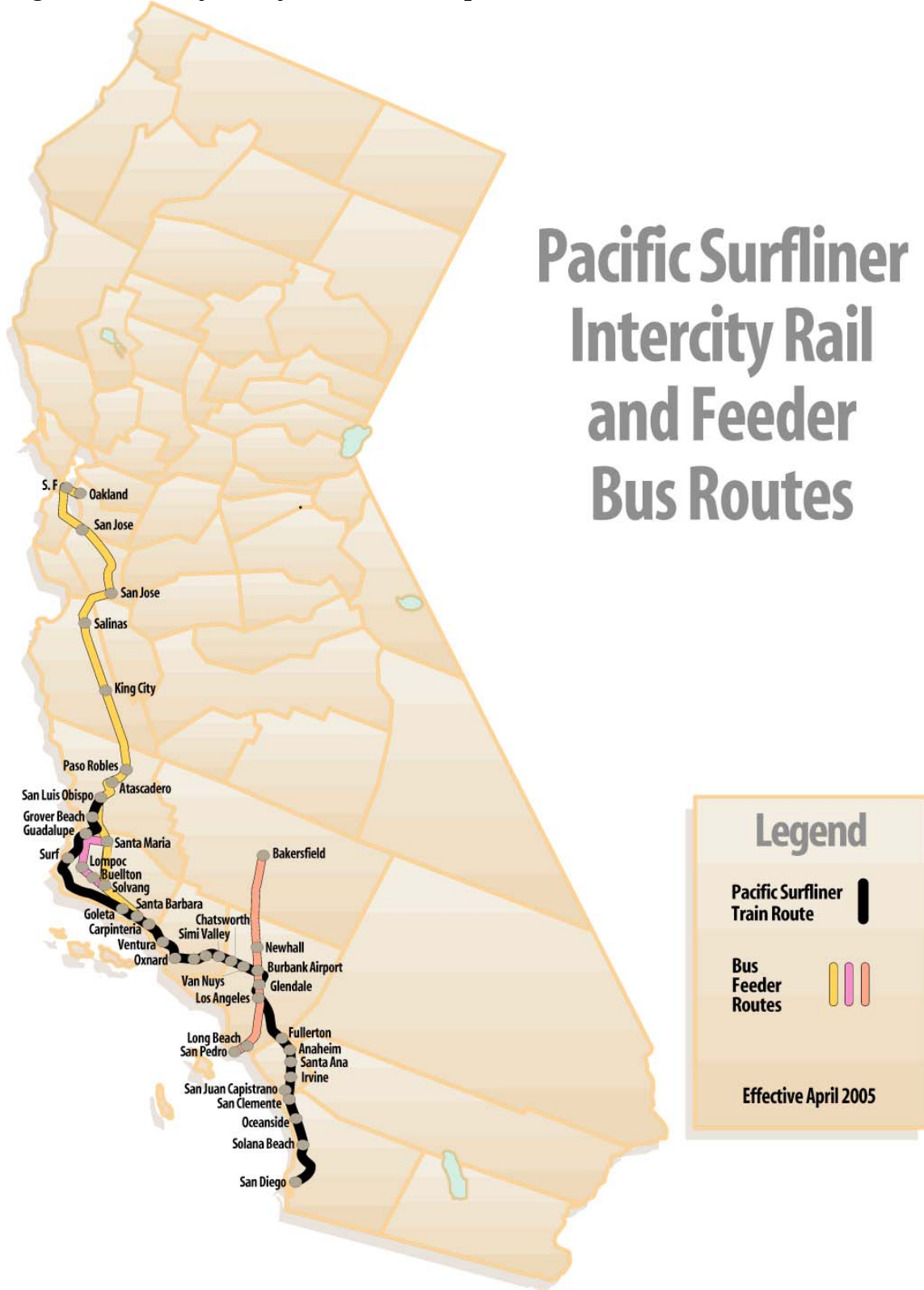
This Appendix contains information on:

- Pacific Surfliner rail stations and transportation connections to the stations.
- Commuter and urban rail transportation services that connect to the Pacific Surfliners.
- Amtrak services that connect to the Pacific Surfliners.





*Figure 1.1 - Pacific Surfliner Route Map*



## CHAPTER I

# INTRODUCTION

This Pacific Surfliner Route Business Plan (Plan) is for Federal Fiscal Year (FFY) 2005-06 (October 2005 – September 2006). It was prepared by the Department of Transportation's (Department) Division of Rail (Division). The Plan is supplemented by the *California State Rail Plan 2003-04 to 2013-04*, dated December 2004, which includes both a passenger and a freight element, and presents a longer-range ten-year plan for State-supported rail passenger services in California. The State Rail Plan provides both long-range capital and operating plans for the route. To supplement the Plan, an **Appendix** provides a geographical listing and description of the rail stations on the Pacific Surfliner Route and other rail services that connect to the Pacific Surfliners.

### DEPARTMENT'S VISION AND GOALS FOR INTERCITY PASSENGER RAIL

The Department's Intercity Rail Program Vision guides this 2005-06 Pacific Surfliner Business Plan. To achieve the vision for intercity rail in California, service must be frequent and reliable, and available for trips to major intercity destinations with travel times competitive with the auto. Capital projects to increase capacity will allow frequencies to be added. Projects to improve on-time performance, increase reliability and reduce running time, will attract riders and provide an efficient and cost-effective service. (The Department's vision for intercity rail passenger service is discussed in more detail in the *California State Rail Plan 2003-04 to 2013-14*.) The vision includes the following elements:

- Provide relief to highway and airway congestion.
- Provide a rail transportation alternative to other travel modes.
- Improve air quality, conserve fuel, and contribute to efficient and environmentally superior land use.

The Department has six Department-wide transportation goals: safety, reliability, performance, flexibility, delivery and stewardship. These goals relate to intercity passenger rail as follows:

- **SAFETY – Provide the safest transportation system in the nation for users and workers.**

The Rail Program strives for an excellent safety record on its intercity passenger rail services. All capital and equipment projects and operational initiatives have a strong safety component. The Operation Lifesaver rail safety campaign's goal is improved safety at rail crossings. The Division also administers the Federal Section 130 Crossing Improvement Program and the Section 190 State Grade

Separation Program to improve and construct rail/vehicle crossings for increased safety.

- **FLEXIBILITY – Provide mobility choices through strategic partnerships.**

The Rail Program focuses on the goal of flexibility, by developing the intercity passenger rail travel option as one of several mass transit options available to the traveling public and improving intercity rail connectivity to other transportation options.

- **RELIABILITY – Provide dependable travel times.**

The Rail Program has on-time performance goals for its intercity passenger rail routes; most capital projects and many operating initiatives are focused on improving on-time performance.

- **PERFORMANCE – Optimize transportation system throughput.**

The Rail Program strives to enhance throughput in two ways: first, capital projects and service improvements make the intercity passenger rail system more efficient; and second, intercity passenger rail travel improves the efficiency of the highway system by reducing highway travel.

- **STEWARDSHIP – Preserve and enhance California’s resources and investments.**

The Rail Program preserves California’s investment in State-owned rail cars and locomotives. California has the largest fleet of State-owned rail equipment in the country.

- **DELIVERY – Improve delivery of projects and services.**

The Rail Program delivers excellent performance in its capital program. The State’s intercity rail capital program is by far the largest of any state-funded program in the nation.

## **THE BUSINESS STRUCTURE OF THE PACIFIC SURFLINERS**

The Department works to implement the vision set forth above in administering Pacific Surfliner service. The State and Amtrak share responsibilities for operating train service. Amtrak operates the trains, and the Department is responsible for the oversight of the Pacific Surfliner service through its operating contract with Amtrak. The Department coordinates functions such as marketing, scheduling, and on-board services with Amtrak. New Pacific Surfliner equipment is used on the Route. Amtrak owns all the locomotives and 40 cars, while the State owns 10 cars. Amtrak maintains all of the equipment.

Since the beginning of State support in 1976, the State and Amtrak have shared operating costs. The State's portion has steadily increased over time as Amtrak has worked to become more self-sufficient. In FFY 2003-04, Amtrak started charging states based on "full recovery of costs." This means that the state is responsible to pay all variable costs, while Amtrak continues to cover fixed costs.

The cost and administrative structure of the Pacific Surfliner is complex because Amtrak has always considered a portion of the service "basic system" service. This means that the service is part of Amtrak's national system and operating costs are entirely Federally funded. To account for the basic system trains, prior to October 1995, certain trains were considered basic system and others were State-supported. Since that time, the State-supported portion of service has been determined on a percentage basis, presently 70 percent. This percentage was originally determined by calculating the percent of train miles for basic system and State-supported trains prior to October 1995. That percentage has been subsequently adjusted to reflect full State support of additional trains including the second San Luis Obispo round-trip added in November 2004.

Los Angeles San Diego Rail Corridor Agency (LOSSAN), formed in 1989, has over the years, acted in a variety of capacities. Currently, it acts as a planning and an advisory group for intercity rail in Southern California. Following actions taken at its June 2001 meeting, LOSSAN added the San Luis Obispo Council of Governments as a voting member of its Board and transferred the Ventura County Transportation Commission, the Santa Barbara County Association of Governments, and the San Diego Association of Governments from ex-officio members to voting members. The members of the LOSSAN Technical Advisory Committee (TAC) are: the organizations mentioned above, and the Department, BNSF Railway (BNSF), California Public Utilities Commission, Los Angeles County Metropolitan Transportation Authority, Amtrak, North San Diego County Transit District (Coaster), Orange County Transportation Authority, San Diego Metropolitan Transit Development Board, Southern California Association of Governments, Southern California Regional Rail Authority (Metrolink), and Union Pacific Railroad (UP).

Ridership on the route has continued to grow, and the Pacific Surfliner Route is now the busiest route in the Amtrak national system outside of the Northeast Corridor. Ridership in SFY 2003-04 was over 2.3 million. Since 1976, the Department and other agencies have committed almost \$1.1 billion million for station, track and signal, and equipment projects, and maintenance facilities on the Route, including both completed and programmed projects.

**Figure 1.1** is a map of the Pacific Surfliner Route and **Figure 1.2** is a map of all California State-supported intercity rail and feeder bus routes. **Figure 1.3** shows the current Pacific Surfliner Route train schedule.

## **BUSINESS OUTLOOK**

On the operations side, FFY 2003-04 was an extremely positive year for the Pacific Surfliners. In FFY 2003-04, ridership of 2,344,665 was the highest ever for the Route, and 7.6 percent above FFY 2002-03 ridership. This is the second year of extraordinary ridership increases. FFY 2002-03 ridership was 27 percent above FFY 2001-02 ridership. The unprecedented ridership increase (with no increase in train frequencies) is primarily the result of the Rail 2 Rail Program that allows joint ticketing between Amtrak and Metrolink and Coaster commuter rail services.

Financial indicators were also excellent. Cost efficiency, measured by the farebox return, was 55.2 percent. Farebox has not been at this high a level since 1995-96. On-time performance (OTP) at 87 percent was also excellent. In summary, the Pacific Surfliners had an extraordinary year in 2003-04 with unprecedented ridership and financial performance.

An additional daily roundtrip was added on November 17, 2004 between Los Angeles and San Luis Obispo. This is the first new daily service since the eleventh San Diego-Los Angeles roundtrip was added in October 1998. This roundtrip was added with no net additional costs to the State.

The Route is poised for very positive ridership and financial results in the near-term. After many years of escalating costs, Amtrak has stabilized both the cost basis and actual costs. The current service level of 11 round trips from San Diego to Los Angeles offers many trip options for both business and leisure travelers. North of Los Angeles, the additional San Luis Obispo round trip added in November 2004, now brings the round trips to Santa Barbara to five and to San Luis Obispo to two. Amtrak and the Department working together continue to refine service options and marketing for the Route.

On the capital side, the Route is also on stable ground in the short run. The Department was able to complete important capital projects before the State funding crisis hit. These projects included: significant track and signal improvements north of Los Angeles in Ventura and Santa Barbara Counties that increased speeds and reliability and improved on-time performance; a new Los Angeles railcar service and inspection and locomotive maintenance facility in Los Angeles, an entirely new fleet of Pacific Surfliner cars and locomotives, and some track and signal projects on the south end of the Route that improved reliability.

For 2004-05 and 2005-06, the Department has adequate funds to be able to complete work on a number of important capital projects, including: portions of the Los Angeles-Fullerton triple track project; a number of track and signal projects in Orange and San Diego Counties; the Camarillo station and Santa Ana

Station pedestrian bridge; and ticket vending machines and Passenger Information Systems for Metrolink and Amtrak stations on the route.

However, the availability of capital funding for the Route in the long term is uncertain. Due to severe funding constraints in the 2003-04, 2004-05 and 2005-06 State budgets, the new 2004 STIP adopted in late 2004 did not program any new funding for intercity rail projects. It only includes projects that had been previously programmed in the 2002 STIP, but had not yet been allocated. In the long term, additional funding will have to be identified for key projects where design and environmental work has started, but full construction funding has not been identified, including the Los Angeles Union Station run-through tracks, portions of the Los Angeles - Fullerton triple track project, and the National City Layover facility. (Traffic Congestion Relief funds had been anticipated for these projects –for more detail on this program see **Chapter IV – Capital Plan – Capital Plan Summary.**)







Figure 1.3b - Pacific Surfliner Schedule - Southbound

Pacific Surfliner Route -- SAN LUIS OBISPO - SANTA BARBARA - OXNARD - LOS ANGELES - SANTA ANA - SAN DIEGO		Southbound - Read Down														from Seattle	
Final	Effective November 17, 2004	714 Pacific Surfliner Daily AM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM	714 Pacific Surfliner Daily PM
SAN LUIS OBISPO (17:18:21) Grover Beach (17:18:21) Guadalupe (17) Surflompoc (17) Goleta	Lv	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
	Ar	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
SANTA BARBARA (10:17:21) Carpinteria (10) Ventura (10) OXNARD (10) Camarillo Moorpark Simi Valley (1) Chatsworth (1) Northridge	Lv	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
	Ar	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
VAN NUYS-Amtrak (1) Burbank-Bob Hope Airport (1) Burbank-Downtown Glendale (1) LOS ANGELES (1)	Lv	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
	Ar	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
LOS ANGELES (1) Norwalk FULLERTON ANAHEIM Orange SANTA ANA (1) IRVINE Laguna Niguel/Mission Viego SAN JUAN CAPISTRANO (1) San Clemente-Pier (B) OCEANSIDE (1) SOLANA BEACH (1) Old Town SAN DIEGO (1)	Lv	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
	Ar	7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10
		7:05	7:21	7:35	7:55	8:03	8:21	8:35	8:41	8:48	8:57	9:07	9:25	9:45	9:55	10:00	10:10

Notes:	AFR 35 (Except as noted)
AM - Light Face Type, PM - Bold Type.	
A - Stops to discharge passengers at Old Town on Sat., Sun. & Hol. Only.	
B - During Winter Season, trains stop at San Clemente Pier Sat. Sun. & Hol. Only.	
M - Stops weekdays only for Metrolink passengers, not shown in Amtrak public timetables.	
P - Local travel on this bus must be part of a round trip which includes travel on a train in the other direction.	
© - Reservations required.	
10/21/2004	SMM/DOR

## CHAPTER II

# PERFORMANCE STANDARDS AND RESULTS

### PERFORMANCE STANDARDS

The Pacific Surfliner Route performance standards are included in **Figure 2.1**. The standards are categorized by usage, cost efficiency, and service quality. These categories were suggested in the Supplemental Report of the 2002 Budget Act.

- **Usage** is measured by ridership, the percent change in train passenger miles and train miles, and passenger miles per train mile.
- **Cost Efficiency** is measured by farebox ratio (operating revenues divided by operating costs), the percent change in total revenues and expenses, train revenue per train mile and train revenue per passenger mile (yield), train expenses per train mile, and train-only State costs per train mile and per passenger mile.
- **Service Quality** is measured by on-time performance and percent of available State-owned California equipment in service.

### BASIS FOR ACHIEVEMENT OF PERFORMANCE STANDARDS

The performance standards for the budget year and the three future years, are based on the short-range Operating, Marketing, and Capital Action Plans laid out in the Business Plan in Chapters II and IV, and the long-range actions presented in the ten-year California State Rail Plan. The intercity rail passenger service vision (discussed in Chapter I) serves as the basis for the Operating, Marketing and Capital Action Plans. Then the anticipated results of the action plans are analyzed to determine achievable future year performance standards (as shown in **Figure 2.1**).

For this FFY 2005-06 Pacific Surfliner Business Plan, ridership is projected to increase from 2,491,100 in 2004-05 to 2,813,700 in 2008-09 (13.0 percent). Revenues are projected to increase at a faster rate than expenses. The result is projected to be slight increase in farebox ratio, from 57.3 percent in 2004-05, then increasing to 60.9 percent in 2008-09. This ridership increase is attributed to the addition of a new roundtrip Los Angeles-San Luis Obispo train on November 17, 2004, and one new San Diego-Los Angeles roundtrip projected in 2007-08. The ridership and revenue increase (not attributed to new service) will be the result of operating and marketing actions, including continued expansion of the successful Rail 2 Rail Program, increased service amenities, and control of costs. Additionally, the capital actions in the Capital Action Plan also contribute

to the achievement of the performance measures. Capital projects will improve on-time performance, increase reliability and reduce running time, attract riders and provide an efficient and cost-effective service.

The key capital actions for 2004-05 through 2008-09 are:

- Two track and signal projects on the north end of the route (San Luis Obispo centralized traffic control extension and Gaviota-Ellwood track improvements).
- Los Angeles-Fullerton third main track.
- Lincoln Avenue double track.
- CP Flores and CP O'Neil double track.
- Del Mar Bluffs stabilization project in San Diego County.
- Environmental clearance and engineering on the Los Angeles Union Station run-through track project.
- Camarillo station improvements.
- Santa Ana station pedestrian bridge.
- Development of "next generation" ticket vending machines at Amtrak and Metrolink stations.

On the operating side, the key actions for the rest of 2004-05 and 2005-06 are:

- Continue expansion of the successful Rail 2 Rail program.
- Improvement of connecting feeder buses.
- Marketing to increase awareness of on-board food services.
- Advertising, public relations and community outreach to boost ridership (including a fall, winter and spring promotion, evaluation of the group travel program for school groups, and additional advertising partnerships).

State operating costs since 2002-03 have stabilized and the financial outlook for operations through the period under discussion (though 2008-09) is positive. Combined State operating costs for the San Joaquins and Pacific Surfliners are projected to remain steady for four years, from 2002-03 through 2005-06. State operating costs have never been constant for such a long period of time in the history of State-supported service. This situation is primarily the result of the change in cost basis in 2003-04, when Amtrak began charging the states on the basis of full recovery of direct costs. Under this cost basis, the State pays all direct costs, with Amtrak covering all fixed costs. Also, the Department tracks Amtrak expenses to ensure all billings are appropriate. Amtrak has been more effectively controlling expenses in recent years, with the addition of tighter management and cost-control measures.

The 2003-04 and 2004-05 standards are consistent with the Amtrak operating contract for those years. The 2005-06 standards are consistent with the

Governor’s Proposed Budget, with State costs (for the San Joaquins and Pacific Surfliners combined) remaining at the same level as in 2002-03, 2003-04 and 2004-05. The 2006-07 through 2008-09 standards are based on projections developed for the *California State Rail Plan 2003-04 – 2013-14* in conjunction with Amtrak. Ridership projections are based on the results of the Rail Ridership/Revenue Forecasting Model used by the Department and Amtrak.

The section in **Figure 2.1** titled “Operating Results” includes the base data from which the performance standards were derived (revenues, expenses, State costs, etc.). This section also provides the comparison of the standards to the actual data for FFY 2003-04. The funds for Amtrak service in the State budget are used for an annual operating contract period that coincides with the FFY. Thus, all data is shown on the basis of the October–September FFY.

All financial data for the Pacific Surfliner is based on only the State-supported portion of the route, which is now 70 percent (although the entire ridership is also displayed). See **Chapter I** of this report, Introduction–Administrative Structure, for an explanation of the Amtrak share and the State-supported share of the route.

### **Comparison of FFY 2003-04 Performance Standards and FFY 2003-04 Actual Results**

Ridership in FFY 2003-04 was very strong for the second year in a row.

- Actual FFY 2003-04 ridership of 2,344,665 was above the standard of 2,308,728 by 35,937, or 1.6 percent.
- FFY 2003-04 ridership was the highest ever for the Route, and 7.6 percent above FFY 2002-03 ridership.
- FFY 2002-03 ridership was 27 percent above FFY 2001-02 ridership.

The unprecedented ridership increase (with no increase in train frequencies) is primarily the result of the Rail 2 Rail Program, which allows through ticketing between Metrolink or Coaster and Amtrak. The program was introduced in September 2002 with Metrolink and expanded to the Coaster in April 2004. This program has been a breakthrough in the implementation of a truly “seamless” rail system in southern California. Today over 25,000 trips are taken by Metrolink monthly ticket holders and 5,000 trips are taken by Coaster monthly ticket holders on Amtrak each month.

Cost efficiency, measured by the farebox return, was 55.2 percent, 1.4 percent above the standard of 53.8 percent, and 3.0 percent above 2002-03 farebox return of 52.2 percent. Farebox has not been at this high a level since 1995-96. The strong farebox was primarily the result of revenues being 3.5 percent higher than the standard, with a resulting savings in State operating costs of \$769,289.

On-time performance (OTP) at 87 percent was well above the standard of 81 percent. Strong OTP is primarily the result of the completion of key capital

projects and an improved preventative maintenance program for locomotives. In summary, the Pacific Surfliners had an extraordinary year in 2003-04 with unprecedented ridership increase and excellent financial performance.

### **FFY 2004-05 Performance Standards**

The 2004-05 performance standards are consistent with the Amtrak contract for this year and account for the addition of a roundtrip train from Los Angeles to San Luis Obispo on November 17, 2004. The ridership standard is a 6.2 percent increase, revenue a 10.2 percent increase, and expense a 6.1 percent increase from actual results in the prior year. Farebox is projected to increase to 57.3 percent. Ridership and revenue increases are expected to be the result of the new San Luis Obispo train and the continued refinement of the Metrolink/Amtrak Rail 2 Rail Program and the introduction of the Program on the Coaster in April 2004. Amtrak was able to add the new San Luis Obispo train at no increase in the Amtrak contract costs to the State. Also the new train should be a high revenue generating train because of its long trip length. Thus revenues from new passengers are projected to be much higher than increased expenses.

Actual results from the first quarter in FFY 2004-05 (October- December 2004) were very positive. Ridership was up 16.9 percent and revenue was up 13.1 percent compared to the same period in FFY 2003-04. However reduction in service due to severe storms in January and February eroded the initial results for FFY 2004-05. Ridership in the second quarter (January-March) was down 4 percent. A mudslide over the first weekend in January closed the track and stopped all train service north of Los Angeles. On January 28, substitute bus service was implemented that operated until late in February until track repairs were made. Also in January, a localized mudslide in San Clemente closed the line for a few days, and only limited “bus bridge” service was provided.

OTP for 2004-05 is projected to be 81 percent. The completion of important capital projects (see Capital Action Plan in **Chapter IV**) will contribute to OTP. Also, the Department will work with the UP and BNSF to implement measures to enhance schedule reliability. Actual results in October and November were above projected, however December OTP was 59.0 percent. The low OTP was the result of a derailment in December in San Diego County that destroyed over two miles of track and caused delays for three weeks. OTP for January through March was 68 percent. It was affected by the storms and storm damage discussed above.

### **FFY 2005-06 Performance Standards**

The Performance Standards for this year are consistent with the proposed Governor's Budget. The standards assume a full year of service of the second Los Angeles – San Luis Obispo roundtrip. In FFY 2005-06, the ridership standard is a 2.3 percent increase, revenue a 3.6 percent increase, and expense a 0.5 percent increase from the prior year standards. Farebox is projected to increase to 59.2 percent. OTP is projected to be 83 percent. The standards for FFY 2005-06 are relatively conservative, and reflect the likelihood that the unusual ridership growth of the last few years will level off.

### **FFYs 2006-07 – 2008-09 Performance Standards**

The Performance Standards for these three years are based on projections developed in conjunction with Amtrak for the *California State Rail Plan 2003-04 – 2013-14*, and assume a twelfth Los Angeles–San Diego train in 2007-08. The ridership standard for 2006-07 and 2008-09 is a 2.3 percent increase, revenue a 3.6 or 3.3 percent increase, and expense a 0.5 or 3.0 percent increase from the prior year standards. In 2007-08, the year the new Los Angeles-San Diego train is projected to start, the ridership standard is a 5.5 percent increase, revenue a 5.0 percent increase, and expense a 5.5 percent increase from the prior year standards. Farebox return is projected to increase to 60.9 percent by 2008-09.

## **HISTORICAL PERFORMANCE PRIOR TO FFY 2003-04**

**Figure 2.2** shows ridership and financial performance data on an annual (State FY) basis from the start of State-supported service in 1973-74 through 2003-04. (Note that **Figure 2.1** is on the basis of a FFY, so the annual data on **Figures 2.1** and **2.2** is not the same.) **Figure 2.3** provides three graphs that show the route's historical ridership and financial trends. The two figures provide information on the historical basis for the performance measures discussed in this chapter.

As can be seen from **Figure 2.2**, the Pacific Surfliners enjoyed strong ridership growth and impressive farebox return from the mid-1980s through the mid-1990s. Farebox peaked in 1988-89 at 108.5 percent and ridership reached 1.8 million in 1992-93.

The decline in ridership after 1992-93 was primarily the result of the introduction of Metrolink commuter rail service in the Los Angeles basin in October 1992 and Coaster commuter rail service in the San Diego area in 1995. Commuter rail service siphoned significant short-distance ridership from intercity rail service, even though total (commuter and intercity) rail ridership on the corridor increased dramatically. Additionally, in the years after commuter rail service was introduced, intercity rail ridership continued to decline even as additional service was added. Passenger-miles per train mile (PM/TM), a measure of the average

number of passengers on a train over its entire route, declined steadily in the 1990s, and was at its lowest level in 1999-00.

In addition to being hurt by declining ridership, intercity rail financial performance was also negatively impacted by Amtrak's steady increase, starting in the early-1990s, in the type of costs (cost basis) and percent of operating loss that was charged to the State. Starting in 1990, with the introduction of the second Los Angeles-Santa Barbara train, Amtrak changed the cost basis for all new services, and started increasing the percentage of operating loss charged for existing services. Costs on new trains went from a short-term avoidable cost basis, to a long-term avoidable cost basis. Then in October 1996, the cost basis changed again to a full cost basis for all trains, with the result being that billed expenses increased dramatically. Between 1995-96 and 1996-97, billed expense increased by 65 percent even though service levels did not increase. (For further details, see Notes F2 and F3 in **Figure 2.2.**)

The farebox ratio – the ratio of revenue to expense, shows the effect the increased cost basis had on the Route's financial performance. Farebox ratio was near or over 100 percent for six consecutive years from 1987-88 through 1992-93. The farebox ratio declined to a low of 33.9 percent in 1997-98, but by 2003-04 climbed back to 54.2 percent. However, it is important to note that a comparison of farebox return over this period is very misleading because almost every year the cost basis was increased on some trains.

For the last two years (2002-03 and 2003-04), Pacific Surfliner service has seen a very positive turnaround. Performance indicators in all three categories (usage, cost efficiency, and service quality) have improved.

Figure 2.1- Pacific Surfliner Route Performance Standards

PACIFIC SURFLINER ROUTE PERFORMANCE STANDARDS (State portion only except for Total Route Ridership)											
Federal Fiscal Year (FFY) Ω	T&B #	ACTUAL	STANDARD •	VARIANCE ACTUAL TO STANDARD	PERCENT CHANGE	FFY 2003-04	FFY 2004-05 CURRENT YEAR STANDARD Δ	BUDGET STANDARD •	FFY 2006-07 PROJECTED STANDARD \$	FFY 2007-08 PROJECTED STANDARD \$	FFY 2008-09 PROJECTED STANDARD \$
NUMBER OF DAILY ROUND TRIPS (LA-SD)	#	11	11				11 ▼	11	11	12	12
USAGE											
Total Route Ridership	#	2,344,665	2,308,728	35,937	1.6%		2,491,100	2,548,400	2,607,000	2,750,400	2,813,700
Average Daily Ridership	#	6,406	6,308	98	1.6%		6,825	6,982	7,142	7,515	7,709
Route Ridership - State Portion	#	1,570,926	1,546,848	24,078	1.6%		1,731,315	1,783,880	1,824,900	1,925,280	1,969,590
Percent Change in Route Ridership	#	--	--	--	--		6.2%	2.3%	2.3%	5.5%	2.3%
Percent Change in Train Passenger Miles		--	--	--	--		6.3%	2.3%	2.3%	5.5%	2.3%
Percent Change in Train Miles		--	--	--	--		9.0%	0.0%	0.0%	5.7%	0.0%
Passenger Miles per Train Mile (PM/TM)		129.0	126.7	2.3	1.8%		125.8	128.7	131.6	131.4	134.4
COST EFFICIENCY											
Farebox Ratio (Train and Bus Service)	#	55.2%	53.8%	1.4%	--		57.3%	59.2%	61.0%	60.8%	60.9%
Percent Change in Total Revenue	#	--	--	--	--		10.2%	3.6%	3.6%	5.0%	3.3%
Percent Change in Total Expenses	#	--	--	--	--		6.1%	0.5%	0.5%	5.5%	3.0%
Train Revenue per Train Mile	\$	23.56	23.28	\$ 0.28	1.2%		\$ 24.06	\$ 24.94	\$ 25.85	\$ 25.71	\$ 26.56
Train Revenue per Passenger Mile (Yield)	\$	0.18	0.18	\$ (0.00)	-0.6%		\$ 0.19	\$ 0.19	\$ 0.20	\$ 0.20	\$ 0.20
Train Expenses per Train Mile	\$	43.75	44.04	\$ (0.29)	-0.7%		\$ 42.56	\$ 42.72	\$ 42.90	\$ 42.82	\$ 44.11
Train Only State Cost per Train Mile	\$	20.19	20.76	\$ (0.56)	-2.7%		\$ 18.50	\$ 17.78	\$ 17.04	\$ 17.11	\$ 17.55
Train Only State Cost per Passenger Mile	\$	0.16	0.16	\$ (0.01)	-4.5%		\$ 0.15	\$ 0.14	\$ 0.13	\$ 0.13	\$ 0.13
SERVICE QUALITY											
On Time Performance		87%	81%	6%	--		81%	83%	84%	84%	84%
Percent of California Equipment Available		91%	90%	1%	--		90%	90%	90%	90%	90%
OPERATING RESULTS (State Portion Only)											
TRAIN AND BUS	#										
Total Revenue	\$	25,159,010	24,317,900	\$ 841,110	3.5%		\$ 27,717,500	\$ 28,728,600	\$ 29,769,700	\$ 31,269,900	\$ 32,298,000
Total Expenses	\$	45,556,721	45,159,900	\$ 396,821	0.9%		\$ 48,341,900	\$ 48,568,300	\$ 48,804,000	\$ 51,465,500	\$ 53,010,400
Total State Operating Cost *	\$	20,397,711	21,167,000	\$ (769,289)	-3.6%		\$ 20,949,400	\$ 20,164,700	\$ 19,359,300	\$ 20,520,600	\$ 21,037,400
TRAIN ONLY											
Train Only Revenue	\$	23,843,189	23,161,200	\$ 681,989	2.9%		\$ 26,549,300	\$ 27,525,400	\$ 28,530,400	\$ 29,993,400	\$ 30,983,200
Train Only Expenses	\$	44,283,384	43,814,900	\$ 468,484	1.1%		\$ 46,960,700	\$ 47,145,700	\$ 47,338,700	\$ 49,956,200	\$ 51,455,800
Train Only State Operating Cost	\$	20,440,195	20,653,700	\$ (213,505)	-1.0%		\$ 20,411,400	\$ 19,620,300	\$ 18,808,300	\$ 19,962,800	\$ 20,472,600
Passenger Miles		130,604,314	126,059,000	4,545,314	3.6%		138,791,000	141,983,000	145,249,000	153,237,000	156,762,000
Train Miles		1,012,172	994,950	17,222	1.7%		1,103,490	1,103,490	1,103,490	1,166,584	1,166,584

# - T&amp;B includes train and bus results. All other elements are train only.

\* - Includes payments to Amtrak for minor capital projects not included in any other line item.

Δ - Percent changes refer to the difference between the FFY 2004-05 Standard and the FFY 2003-04 Actual.

• - FFY 2003-04 and 2004-05 standards based on Amtrak contracts for those years.

♦ - FFY 2005-06 based on Proposed Governor's Budget.

▼ - New Los Angeles-San Luis Obispo round trip added 11/17/04.

\$ - FFY 2006-07 - 2008-09 projected standard based on Amtrak projections.

Ω - \$ shown in current year \$, and are not inflated.

NOTE 1 - Performance measures not calculated where no standard was developed.

NOTE 2 - Percents of change not shown when measure itself is a percent.



Figure 2.2 - Pacific Surfliner Annual Operating Performance

<b>PACIFIC SURFLINER Route</b> <b>Annual Operating Performance - State Fiscal Years</b>											
State Fiscal Year	Notes	Ridership Data			Financial Data for Operations - State Supported Train and Bus Service Only*						
		All Trains		State Supported*	Revenue	Expense	Loss	State Cost	Amtrak Cost	Train Loss per PM	Farebox Ratio
		Ridership	PM/TM	Ridership							
			(F1)			(F2)		(F3)	(F4)	(F5)	(F6)
1973-74	(S1)	381,844									
1974-75		356,630									
1975-76		376,900									
1976-77	(S2)	607,976	146	101,572	\$ 598,140	\$ 1,662,714	\$ 1,064,574	\$ 548,534			36.0%
1977-78	(S3)	753,246	128	258,800	\$ 1,446,036	\$ 3,768,065	\$ 2,322,029	\$ 1,325,087			38.4%
1978-79		967,316	163	415,865	\$ 2,203,403	\$ 4,333,602	\$ 2,130,199	\$ 1,178,667			50.8%
1979-80		1,218,196	177	557,113	\$ 3,341,561	\$ 5,536,840	\$ 2,195,279	\$ 1,064,713			60.4%
1980-81	(S4)	1,238,135	152	555,418	\$ 4,032,480	\$ 6,572,539	\$ 2,540,059	\$ 1,233,490			61.4%
1981-82		1,167,718	144	533,093	\$ 4,097,254	\$ 6,607,395	\$ 2,510,141	\$ 1,217,418		6.3¢	62.0%
1982-83		1,131,146	138	488,606	\$ 4,094,750	\$ 6,928,334	\$ 2,833,584	\$ 1,374,097		8.3¢	59.1%
1983-84		1,221,256	143	524,857	\$ 4,842,400	\$ 6,337,083	\$ 1,494,683	\$ 1,452,450		4.1¢	76.4%
1984-85		1,240,003	152	568,902	\$ 5,410,502	\$ 6,411,308	\$ 1,000,806	\$ 1,212,261		2.5¢	84.4%
1985-86		1,394,320	167	597,025	\$ 5,658,915	\$ 6,424,634	\$ 765,719	\$ 1,097,966		1.8¢	88.1%
1986-87		1,461,003	173	624,618	\$ 6,072,523	\$ 6,510,113	\$ 437,590	\$ 955,509		1.0¢	93.3%
1987-88	(S5)	1,661,512	174	749,996	\$ 8,223,462	\$ 7,859,783	\$ (363,679)	\$ 1,145,330		(0.7¢)	104.6%
1988-89		1,717,539	164	865,003	\$ 11,458,084	\$ 10,563,459	\$ (894,625)	\$ 794,159		(1.2¢)	108.5%
1989-90		1,746,673	174	882,167	\$ 12,189,942	\$ 11,808,251	\$ (381,691)	\$ 988,847		(1.4¢)	103.2%
1990-91	(S6)	1,791,781	159	946,988	\$ 13,306,307	\$ 13,364,150	\$ 57,843	\$ 1,170,448		(0.7¢)	99.6%
1991-92		1,673,107	161	884,224	\$ 13,152,063	\$ 13,245,924	\$ 93,861	\$ 1,012,564		(0.5¢)	99.3%
1992-93	(S7)	1,810,572	155	951,987	\$ 13,692,612	\$ 13,254,709	\$ (437,903)	\$ 958,857		(0.8¢)	103.3%
1993-94	(S8)	1,699,882	133	876,766	\$ 12,725,094	\$ 14,017,591	\$ 1,292,497	\$ 1,525,074	\$ 727,987	0.9¢	90.8%
1994-95	(S9)	1,464,577	119	790,781	\$ 11,805,859	\$ 16,061,849	\$ 4,255,990	\$ 3,642,588	\$ 1,700,424	5.0¢	73.5%
1995-96	(S10)	1,480,674	125	912,905	\$ 13,553,553	\$ 23,983,026	\$ 10,429,473	\$ 11,107,071	\$ 863,230	11.4¢	56.5%
1996-97		1,617,641	135	1,035,290	\$ 14,804,355	\$ 39,563,546	\$ 24,759,191	\$ 16,189,103	\$ 10,020,544	24.5¢	37.4%
1997-98	(S11)	1,624,693	120	1,069,547	\$ 15,194,498	\$ 44,769,723	\$ 29,575,225	\$ 20,369,417	\$ 10,600,767	29.1¢	33.9%
1998-99	(S12)	1,563,275	102	1,047,394	\$ 16,401,625	\$ 40,391,845	\$ 23,990,220	\$ 22,078,192	\$ 4,014,071	25.3¢	40.6%
1999-00		1,567,318	99	1,050,103	\$ 17,883,725	\$ 37,497,489	\$ 19,613,764	\$ 20,806,672	\$ 1,381,986	19.8¢	47.7%
2000-01	(S13)	1,661,704	106	1,113,342	\$ 20,430,153	\$ 38,215,732	\$ 17,785,579	\$ 21,911,398	\$ 335,197	16.6¢	53.5%
2001-02	(S14)	1,742,768	109	1,167,655	\$ 20,922,453	\$ 39,374,190	\$ 18,451,737	\$ 21,976,183	\$ 502,080	16.6¢	53.1%
2002-03		2,030,491	114	1,360,429	\$ 22,247,564	\$ 42,331,531	\$ 20,083,967	\$ 23,901,407	\$ 472,848	16.7¢	52.6%
2003-04		2,307,010	127	1,545,697	\$ 24,559,183	\$ 45,300,782	\$ 20,741,599	\$ 21,719,288	\$ 94,883	16.0¢	54.2%
<b>TOTAL</b>		<b>42,676,906</b>		<b>22,476,143</b>	<b>\$ 304,348,496</b>	<b>\$ 512,696,207</b>	<b>\$ 208,347,711</b>	<b>\$ 203,956,790</b>			

\* Through September 1995, the State supported specific trains; Amtrak operated the remaining trains as basic system trains not receiving State funding. Between October 1995 and October 1997, the State supported 64 percent of the operation of all trains on the Pacific Surfliner Route; Amtrak supports 36 percent as basic system trains. Effective November 1997, State support increased to 67%. State supports 100 percent of net cost of connecting buses; all data shown includes bus operations.

(S1) Three round trips between Los Angeles and San Diego (LA-SD) (not State-supported) through 8/30/76. (S8) Third State-supported LA-SB round trip added 2/1/94.

(S2) Fourth LA-SD round trip (first State-supported train) added 9/1/76; (S9) Ninth LA-SD round trip (State-supported in one direction only) discontinued 5/15/95.

fifth LA-SD round trip (second State-supported train) added 4/24/77. (S10) Los Angeles-San Luis Obispo round trip added 10/29/95, also represents fourth LA-SB round trip.

(S3) Sixth LA-SD round trip (third State-supported train) added 2/14/78. (S11) Ninth LA-SD round trip restored and tenth LA-SD round trip added 10/26/97.

(S4) Seventh LA-SD round trip (not State-supported) added 10/26/80. (S12) Eleventh LA-SD roundtrip added 10/25/98.

(S5) Eighth LA-SD round trip (fourth State-supported train) added 10/25/87; first State-supported round trip between Los Angeles and Santa Barbara (LA-SB) added 6/26/88. (S13) Twelfth LA-SD round trip on weekends only added on 5/21/01.

(S6) Second State-supported LA-SB round trip added 10/28/90. (S14) Fifth LA-SB round trip on weekends only added on 5/25/02.

(S7) Ninth LA-SD round trip (not State-supported) added 10/25/92.

(F1) Passenger-miles per train mile (PM/TM), a measure of the average load on a train over its entire route. Actual passenger-mile data was not provided by Amtrak prior to August 1981. PM/TM figures shown for All Trains are calculated by Amtrak and cover the Amtrak Fiscal Year (October through September).

(F2) Prior to October 1983, all trains billed on solely related cost basis. From October 1983 through September 1995, all Los Angeles- San Diego trains and the first Los Angeles-Santa Barbara train billed on short-term avoidable cost basis. The second and third Los Angeles- Santa Barbara trains billed on long-term avoidable cost basis. Between October 1995 and September 1996, all trains billed on long-term avoidable cost basis. Effective October 1996, all trains billed on Full Cost (Train, Route and System) Basis. Depreciation and interest (equipment capital cost) included in operating cost under solely-related basis but excluded and charged separately under short-term, long-term avoidable and full cost bases.

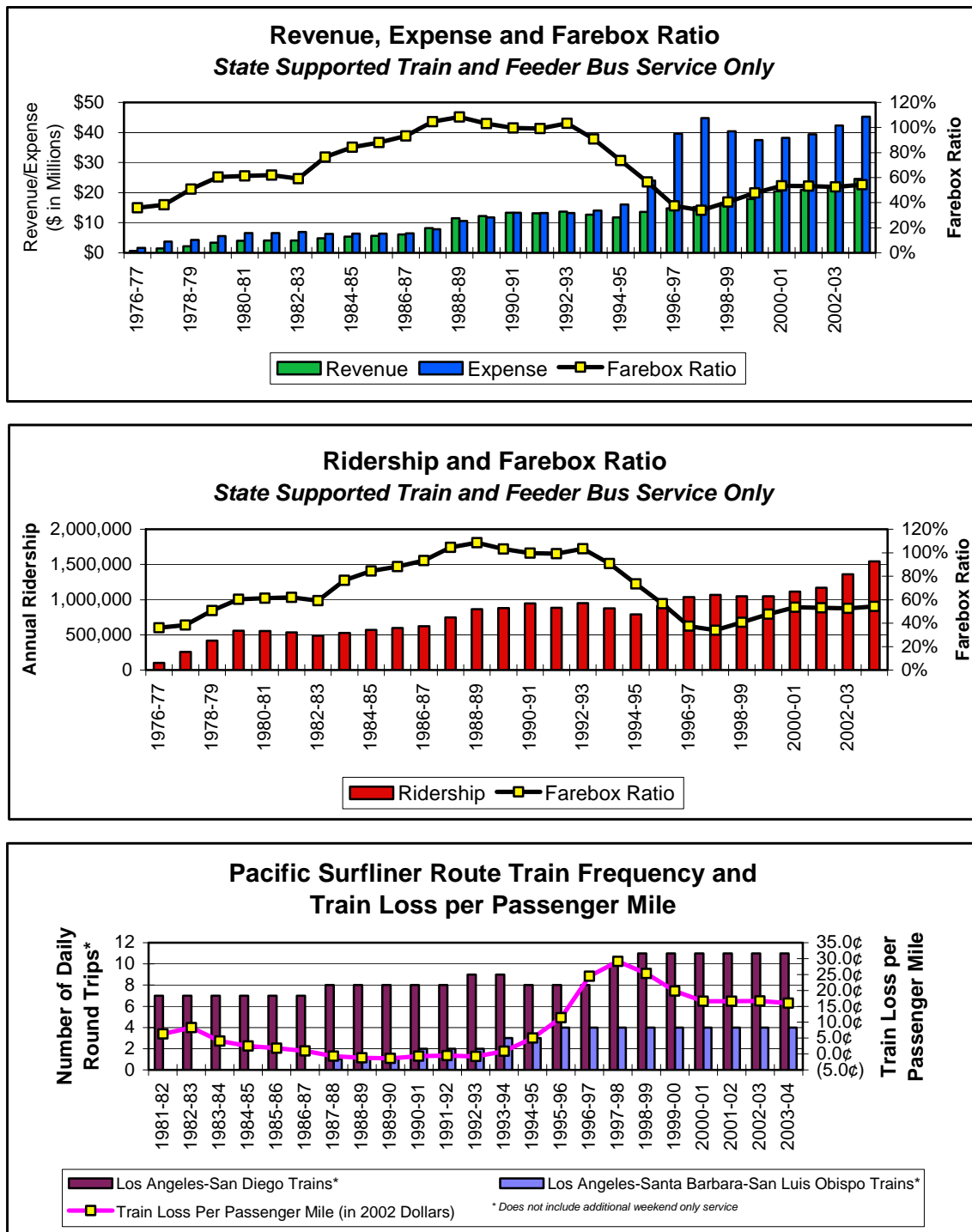
(F3) From October 1976 through September 1983, State cost was 48.5 percent of operating loss (including equipment costs). For third Los Angeles-Santa Barbara train, State cost was 100 percent of operating loss from February 1994 through September 1994, and 70 percent through September 1995. For all other trains, effective October 1983, through September 1995, State cost was 65 percent of operating loss plus 50 percent of depreciation and interest (equipment capital cost). Between October 1995 and September 1996, State cost was 100 percent of operating loss and 60 percent of equipment capital cost for the State supported 64 percent of train service on the route. Between October 1996 and September 1997, State cost was 55 percent of operating loss and 100 percent of equipment capital cost for the 64 percent State share. Effective October 1997, State is billed contractually specified percentages of most individual cost elements, plus a fixed amount for certain other cost elements. In November 1997, the State share increased to 67 percent of train service on the route to reflect additional State supported service. Also includes State payment of special payments to Amtrak for additional service and State payment for entire net cost of all connecting bus routes.

(F4) Beginning in State Fiscal Year 1993-94, Amtrak cost is based on billings submitted and reflects cost bases and Amtrak shares as stated in notes (F2) and (F3) above, but does not include the unbilled Amtrak share of fixed cost elements. Prior to FY 1993-94, data to calculate Amtrak cost is not available. Does not represent the difference between Loss and State Cost, as the latter includes bus expenses and equipment capital costs not included in Amtrak costs.

(F5) Train loss (deficit) per train passenger mile. Separate passenger-mile data for State-supported trains was not provided by Amtrak prior to August 1981. Connecting buses not included in loss per passenger mile data.

(F6) Farebox Ratio, the ratio of Revenue to Expense.

**Figure 2.3 – Pacific Surfliner Route Financial Trends – SFY 1979-80 through 2003-04**



Note: See the footnotes to Figure 2.2 and the section in Chapter II titled “Historical Performance Prior to FFY 2003-04” for explanation of how the changes to Amtrak’s cost basis reduced the farebox ratio.



## CHAPTER III

# OPERATING AND MARKETING PLANS

### OPERATIONS

#### **OPERATING ACTION PLAN**

##### **System Connectivity**

- Continue to expand the successful Rail 2 Rail Program in 2004-05 and 2005-06.
- Complete initial installation of “next-generation” joint Amtrak-Metrolink ticketing machines at all Pacific Surfliner stations by 2006.

##### **Passenger Information**

- Redesign website to be more useful to user, including: quicker downloads, airport access information, and additional transit information.

##### **Food Service**

- Install new signage in food service cars in the spring of 2005, and develop and implement marketing to increase awareness of food service.

##### **On-time Performance**

- Reach on-time performance goal of 81 percent in 2004-05 and 83 percent in 2005-06 as a result of completion of capital projects, and working with UP, BNSF, and Amtrak to identify and implement measures to enhance schedule reliability.

##### **Amtrak Bus Operations**

- Conduct twice-yearly route and segment bus evaluations to determine cost recovery. Make adjustments or discontinue routes as necessary.

#### **Route Description**

The Pacific Surfliner Route presently extends 351 rail miles between San Luis Obispo and San Diego (222 miles north of Los Angeles and 129 miles south of Los Angeles) with 24 intermediate stops (15 stops north of Los Angeles and 8 south of Los Angeles). Scheduled running time between Los Angeles and San Diego averages two hours 46 minutes. Overall average speed, including station dwell time, averages 47 mph. This segment includes more than 70 miles between Santa Ana and Sorrento where the maximum track speed is 90 mph, the only location on the State-supported routes where trains operate above 79 mph. Scheduled train running time between Los Angeles and Santa Barbara averages

two hours 45 minutes, with an overall average speed varies of 37 mph. Scheduled running time between Santa Barbara and San Luis Obispo averages two hours, forty-three minutes, with an overall average speed of 44 mph.

Predominant right-of-way ownership north of Los Angeles is the UP who owns the 175 miles between San Luis Obispo and Moorpark (acquired from the Southern Pacific [SP] in 1996). To facilitate the implementation of commuter rail service, regional and local agencies in Ventura, Los Angeles, Orange, and San Diego counties purchased (from SP and the Atchison Topeka and Santa Fe [ATSF] railroads) most segments of the rail line between Moorpark and San Diego. However, BNSF, successor company to ATSF, still owns 22 miles between Redondo Junction in Los Angeles and Fullerton.

### **Current Service Level**

On November 17, 2004, a second round-trip from Los Angeles to San Luis Obispo was inaugurated. This round-trip doubles the level of service to San Luis Obispo. The new train provides an early morning northbound departure from Los Angeles that complements the early southbound departure from San Luis Obispo. The new train provides a midday arrival in San Luis Obispo and an early afternoon southbound departure to Los Angeles, thus giving travelers in San Luis Obispo and along the route more arrival and departure opportunities.

The northern segment of the second San Luis Obispo round trip is also an Amtrak/Metrolink shared service train operating as Amtrak train #799 and Metrolink train #103. This train stops at all Metrolink stations between Los Angeles and Oxnard and accepts all Metrolink and Amtrak fare media. (Under the existing Rail 2 Rail program, Amtrak had previously accepted only Metrolink monthly passes on Amtrak trains.) Amtrak train #768 performs the same function southbound, functioning also as Metrolink train #108. The new San Luis Obispo service was made possible by the replacement of two Metrolink only trains between Los Angeles and Chatsworth operating in the same time slots as the shared service trains. The shared service trains provide operating efficiencies for both railroad, efficient use of capacity in the corridor, and increased travel options for rail passengers in Southern California as well as a much-needed alternative for drivers using congested Highway US101.

The Pacific Surfliner Route now has 11 daily round-trips between San Diego and Los Angeles, with five round-trips extending north to Santa Barbara, and two of these trips extending further north to San Luis Obispo. A twelfth Friday through Sunday round-trip operates between San Diego and Los Angeles; this roundtrip addresses peak weekend demand for intercity service. The three round-trips that terminate in Santa Barbara have dedicated Amtrak Thruway bus connections to and from San Luis Obispo. The current Pacific Surfliner schedule as of November 17, 2004 is shown in **Figure 1.3**.

### **New Service**

Based on strong ridership increases over the last few years, the Department plans to add a twelfth round-trip from San Diego to Los Angeles in 2007-08.

### **Pacific Surfliner Connectivity with Metrolink and Coaster**

The Rail 2 Rail Program that was introduced on September 5, 2002, began an era of dramatically improved interconnectivity between intercity and commuter rail and increased mass transportation mobility in southern California. The ultimate goal of the Program is to coordinate schedules, ticketing and fares between Amtrak and Metrolink and Coaster.

The first phase of the Program involved Metrolink and Amtrak, in which Amtrak ticket holders and Metrolink monthly ticket holders (for the Orange County and Ventura County lines) have access to both Amtrak and Metrolink trains within the geographical limits of their tickets. Also, all Amtrak and Metrolink fares have been equalized between Burbank Airport and Los Angeles Union Station, making it possible for any Metrolink or Amtrak ticket to be used on any train. Then, starting April 1, 2004, the Program was expanded to the Coaster, where Amtrak ticket holders and Coaster monthly ticket holders have access to both Amtrak and Coaster trains between Oceanside and San Diego. Also, Metrolink and Coaster monthly ticket pass holders can use Amtrak trains on the weekends, a service not provided by Metrolink and provided only on Saturdays by Coaster. There are fifteen shared stops between Metrolink and Amtrak and three shared stops between the Coaster and Amtrak. See **Figure 3.1** for a map of the Rail 2 Rail system.

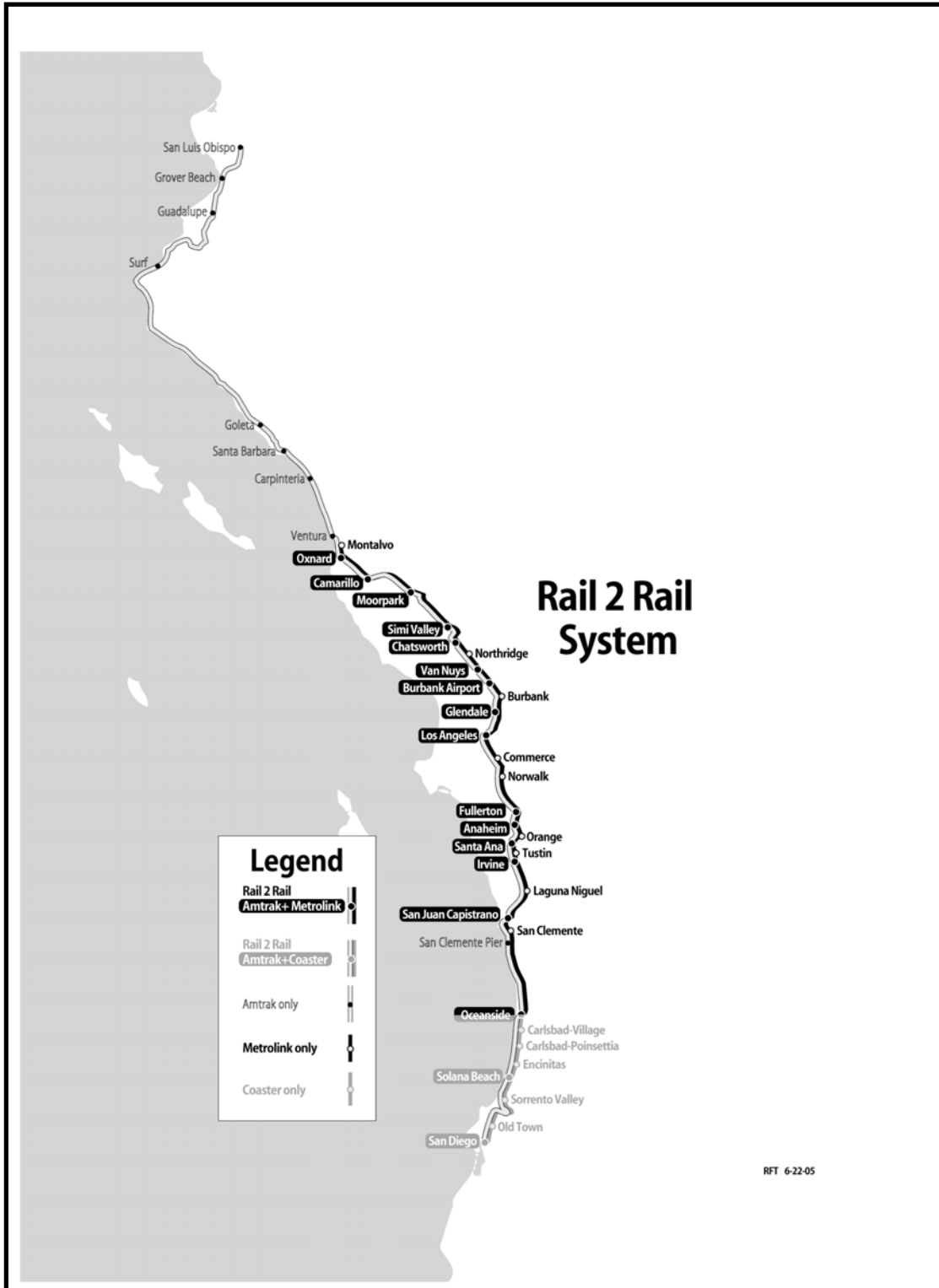
In addition, starting November 2004, several Amtrak trains now stop at selected Metrolink stations, increasing travel opportunities for Amtrak riders. Amtrak trains #573 stop at Laguna Niguel/Mission Viejo and Norwalk/Santa Fe Springs, and train #578 stops at Orange.

This Program has been a breakthrough in the implementation of a truly “seamless” rail system in southern California. Today over 25,000 trips are taken by Metrolink monthly ticket holders and 5,000 trips are taken by Coaster monthly ticket holders on Amtrak trains each month. Pacific Surfliner ridership jumped 16 percent between SFY 2001-02 and SFY 2002-03, and 14 percent between SFY 2002-03 and SFY 2003-04, mostly due to the Rail 2 Rail Program. This is a phenomenal ridership increase for a long-established service, (32 percent increase between SFY 2001-02 and SFY 2003-04) with no increases in train frequencies.

The next step in coordination between Amtrak and Metrolink will involve through ticketing between the two operators. For example, a passenger could buy a ticket from a ticket machine for a trip that would start on an Amtrak train and end on a Metrolink train. The “next-generation” ticket vending machine system is undergoing final design and testing. The initial phase of installation will be

operational in 2005-06. (Both Amtrak and Metrolink now have ticket vending machines for their separate systems.)

**Figure 3.1 – Rail 2 Rail System Map**



### **Pacific Surfliner Intercity Passenger Rail System Connectivity**

The Rail 2 Rail Program is the most comprehensive example of connectivity on the Pacific Surfliner system. In addition, the Department strives to make the Pacific Surfliner intercity passenger rail system as “seamless” as possible with excellent connectivity to many other transportation systems. First, within the Amtrak system, the Route supports Amtrak Thruway bus service that supplements train service from Los Angeles to San Luis Obispo and now includes two round-trip buses to Oakland/San Francisco (one starts in Santa Barbara and one starts in San Luis Obispo). Also Pacific Surfliner passengers can connect to San Joaquin trains by using an Amtrak Thruway bus from Los Angeles to Bakersfield.

Once the passenger finishes the Pacific Surfliner train or bus trip, the Department works to assure that connections with commuter rail and urban transit services are convenient. The Pacific Surfliners stop at stations with connections to: Los Angeles Metro Rail, San Diego Trolley, and Caltrain in San Jose (via Amtrak bus service) in addition to Metrolink and Coaster service discussed above. (See the **Appendix** for further detail on these systems.)

The Pacific Surfliner Route also connects to Amtrak’s California and national intercity rail passenger network. Many passengers use the Pacific Surfliners as part of a longer rail trip. Coordination of schedules with other services generates additional ridership and can improve overall efficiency. The Pacific Surfliners connect to the following corridor and long distance routes: San Joaquin, Capitol Corridor, Coast Starlight, Southwest Chief and Sunset Limited/Texas Eagle. (See the **Appendix** for further detail on these routes.)

Finally, the Department works to ensure that the trains are well connected to streets and highways through proper design of stations and signage. In Orange County, pathfinder signs on local streets and roads and highways that guide passengers to Amtrak and Metrolink stations were reinstalled in 2003. Other Southern California counties were also surveyed in 2003 to ensure that pathfinder signs were installed on State highways and local streets.

### **Passenger Information**

Passenger information serves both a marketing and operational function. The Department is continually looking for new ways to inform customers and potential customers about: Pacific Surfliner service; transit, air and auto connections to Pacific Surfliner trains and buses; and locations served by Pacific Surfliner trains and buses. Passenger information devices include printed materials; signage and displays at stations, bus stops and on streets and highways, an Internet website, and telephone information. In the last few years, additional emphasis has been placed on providing information on the “total trip” including extensive information on destinations.



The Pacific Surfliner Route timetable provides the most essential passenger information. The timetable is updated with every schedule change and provides extensive passenger information including: train and connecting Amtrak bus schedules; train and bus station location information; listing of connecting transit services; and detailed information on Metrolink, Coaster, Los Angeles Metro Rail and San Diego Trolley connections.

Passenger information is provided at train stations and bus stops. The timetable is displayed on “Info Posts” at all train stations (on the platform) and bus stops (at the stop). Info Posts are updated with every schedule change. Staffed stations have informational displays with brochures on local attractions, transit services, etc. To improve passenger information at stations, electronic Passenger Information Systems will be installed by the summer of 2005 at Amtrak and Metrolink stations along the Route. They will provide real-time audio and visual information on train arrivals and departures. This system will be especially helpful at unstaffed stations.

The LOSSAN Corridor Transit Connections Guide for the Surfliner Route was completed in June 2004. It features, for every station, detailed information about services at and near the station, including transit and other transportation services. The guide was distributed to stations, placed on trains and mailed to interested parties.

The Department provides an Internet Website page for California Amtrak services at [amtrakcalifornia.com](http://amtrakcalifornia.com). The site has had about 775,000 hits since May 2001. A goal of the website is to provide the user with the information necessary to take a train trip and also with extensive information on destinations. The site has exhaustive information on the Pacific Surfliners. One of its most useful features is a separate page for every Pacific Surfliner train and bus stop that includes: information on the station; a map of the station and environs; a printable map; many internet links to local rail and bus transit agencies, places of interest; and local tourist organizations. The website is currently being redesigned to be more useful to the user including: quicker downloads, airport access information, additional transit information, and additional information on Kids ‘N Trains and senior travel.

### **Food Service**

Each Pacific Surfliner train has a “Sea View” cafe car, which offers snacks, drinks, and beer and wine. The cafe car has table seating available, or passengers can take food and drinks back to their own seat. The cafe car is staffed by Amtrak employees. Food is stocked in Los Angeles.

A point-of-sale (POS) system of inventory control for the food service program was introduced in spring 2002 and went fully operational in spring 2003. The system has been successful in tracking sales data and revenue for all

Surfliner trains. A task force of on-board food service personnel analyzes sales data from the POS system to make adjustments to the menu.

A new menu was introduced in summer 2004, and in winter 2004 another menu change was implemented based on sales data collected from the point-of-sale system. Customer comment cards were distributed on the trains beginning in September 2004, to solicit customer input on food service and menu selections. Their comments were reflected in the new winter menu.

Various promotional events, which were successful during the summer of 2003, were continued in 2004 to increase sales and awareness of the food service on board the trains. Also, new directional signs were installed in fall 2003 in the cafe cars to provide passengers with easy access to the food service counter. Other modifications to the cafe car were completed in spring 2004 to improve accessibility to the food service area.

New lighted signs will be installed in spring 2005 in the upper passenger seating level of the food service car to direct passengers to the lower level food service area. In addition, several marketing proposals are under consideration to increase awareness of the food service in 2004-05 and 2005-06. One such proposal would be to print up seat back menu cards to install at each seat on the train to make passengers aware of the menu on the train.

### **Fares**

Riders on the Pacific Surfliner Route have many different fares to choose from. Most riders use the one-way or round-trip ticket. The round-trip price is double the one-way ticket price. A peak level fare is used for the summer and holiday periods and a lower fare for the remainder of the year. Discounted multi-ride tickets are also available. Discounted tickets are also available to seniors, persons with disabilities, students, and children under 15 years. Amtrak also provides discounted tickets to various groups including active duty military, members of the American Automobile Association, and anyone traveling in a large group.

In 2004-05 and 2005-06, the Pacific Surfliner will, as in other years, attempt to optimize both ridership and fare revenue as a result of its fare policies, adjusting fares up and down as the need arises and the market changes. Since 2002, Amtrak has required advance reservations during the Thanksgiving weekend on Pacific Surfliner trains in order to handle huge passenger loads in a more orderly and planned manner.

### **On-Time Performance**

On-time performance (OTP) in 2003-04 was 87 percent. OTP has been strong for a number of years: 87 percent in 2002-03 and 89 percent in 2001-02. The OTP for these years was significantly above the 78 percent OTP in 2000-01. The improved OTP is primarily the result of the completion of key capital projects and an improved preventative maintenance program for locomotives.

OTP is projected to be 81 percent in 2004-05 and 83 percent in 2005-06. The completion of important capital projects (see Capital Action Plan in **Chapter IV**) will contribute to OTP. Also, the Department will work with the UP and BNSF to implement measures to enhance schedule reliability.

OTP in October and November 2005 was 89.5 and 82.5 percent respectively. However, OTP in December was 59.0 percent, because of a freight derailment in San Diego County that severely damaged over two miles of track and caused delays for three weeks. OTP between January and March was 68 percent. It was affected in January and February by storms and storm damage. A mudslide over the first weekend in January closed the track and all train service north of Los Angeles. Bus bridge service was started on January 28, and continued until the track was repaired and reopened for service by the end of February. Also, a mudslide in San Clemente closed the line for a few days, and only limited “bus bridge” service was provided.

### **Amtrak Bus Operations**

Buses are used to reach markets not served by rail service. The Amtrak buses provide guaranteed connections; if a train is late, the bus connection is guaranteed. The buses are required to have a high standard of comfort, including ample legroom and reclining seats.

Government Code Section 14035.55 requires that Amtrak bus riders must use the train for part of their trip, thus Amtrak has specific ticketing policies to ensure bus access is not provided to non-train riders.

In April 2005, Greyhound discontinued service to many smaller communities in California, as part of a national strategy to emphasize service between metropolitan areas. As a result, the Department is evaluating alternatives that will provide service to areas that may have previously been served by Greyhound.

**Bus Route Cost-Effectiveness** – Bus routes are evaluated for their cost-effectiveness. Under Government Code Section 14035.2, the Department is required to do cost recovery analysis on bus routes, and restructure or discontinue routes if they do not meet standards. The Department developed written standards to implement the law, including twice-yearly route and segment evaluations. Cost recovery (or break-even) is defined (under the law) by subtracting bus route operations costs from bus route revenue plus the train revenue contributed from bus route passengers. Under this analysis, the bus system provides a net incremental gain to the trains. The Department continues to evaluate bus routes on this basis and restructure or eliminate routes as necessary. Also, certain stops may be added, relocated, or eliminated, and frequencies may be adjusted to reflect changing market conditions.

The following principles are used to maximize the effectiveness of the feeder buses:

- Make the transfer between bus and train as seamless as possible. Amtrak buses are waiting for train passengers upon arrival at the connecting point, and deliver the passengers to their destinations on time.
- Take advantage of regularly scheduled stops at high traffic generators, such as Anaheim (Disneyland), San Diego and San Clemente (beach).
- Continue stops at special events such as fairs and festivals. This not only generates revenue, but also increases public awareness of the service.

**Bus Route Descriptions** - Three Amtrak Thruway bus routes directly serve the Pacific Surfliner Route. These Routes are described below.

**Route 4** supplements the Pacific Surfliner's five round-trips between Los Angeles and Santa Barbara. Bus service on this route is provided in order to fill schedule gaps. There is one southbound mid-day bus (Santa Barbara - Los Angeles) and one northbound evening bus (Los Angeles - Santa Barbara). The in-bound bus was rescheduled on November 17, 2004, with the inauguration of the second Los Angeles-San Luis Obispo round trip, to better balance the daily schedule. It now provides express service from Santa Barbara, Oxnard and Van Nuys to Los Angeles. The evening outbound trip is the last schedule of the day along the Pacific Surfliner Route from Los Angeles to Santa Barbara, offering a later return than the last train. The bus provides discharge-only service to all Pacific Surfliner stops except Burbank Airport and Camarillo.

**Route 17** between Santa Barbara and San Luis Obispo currently offers three daily round-trips, with one round-trip extending beyond San Luis Obispo to Paso Robles, Salinas, San Jose, San Francisco and Oakland. These buses connect at Santa Barbara with trains that terminate or originate at Goleta. A fourth round trip that operated between Santa Barbara and San Luis Obispo on weekends and holidays only, connecting with the weekend only train operating between Los Angeles and Goleta, was discontinued on November 17, 2004 when the weekend train was replaced by the new daily Los Angeles-San Luis Obispo train. The one round trip that serves the Bay Area basically parallels the Coast Starlight, however it operates later than the train in both directions, providing a back-up service when the Starlight is late for those making connections. The Surfliner Thruway bus combination also makes lower promotional fares available for budget-conscious passengers. This bus, added in December 2002, has had good ridership.

**Route 36** is a new route that began service on November 17, 2004 with the addition of the second daily Los Angeles-San Luis Obispo train (Trains 799 and 798). The route parallels Route 17, but is based out of San Luis Obispo instead of Santa Barbara. The one daily round trip makes the train connection at

San Luis Obispo with stops at Paso Robles, King City, Salinas, San Jose, San Francisco and Oakland. In contrast to the Route 17 Bay Area bus described above, the Route 36 schedule operates ahead of the Coast Starlight in both directions. The Route 36 bus also connects with the Capitol Corridor in both directions at San Jose. Initial ridership for this new route has been very strong from the outset.

**San Joaquin Bus Connections** - Twelve connecting San Joaquin Thruway bus schedules also contribute to ridership on the Pacific Surfliner, connecting with trains at Los Angeles. These buses provide connections to Long Beach, San Pedro, Santa Clarita and Bakersfield, and provide additional service between Los Angeles and San Diego.

**Bus Summary** - In 2003-04, 56,035 passengers used Pacific Surfliner connecting buses for part of their trip. This is a 22.7 percent increase from 45,665 bus riders in 2002-03. The ridership increase is primarily the result of increased ridership on the portion of Route 17 between Paso Robles and San Francisco. This portion of the Route was added in December 2002, so was only in operation for one-half of the year in 2002-03.

## **MARKETING**

### **MARKETING ACTION PLAN**

#### **Advertising and Public Relations**

- Conduct fall, winter, and spring promotions in 2004-05 and 2005-06 using a variety of media, as appropriate to the promotional themes, to assist in the goal of achieving or exceeding projected ridership gains of 6.2 percent in 2004-05 and 2.3 percent in 2005-06.
- Continue successful advertising partnerships and implement new partnerships in 2004-05 and 2005-06 with local organizations such as Suzuki Rock and Roll Marathon, Fiesta Broadway, Travel Made Simple Sweepstakes, and similar venues.
- Conduct public relations activities in 2004-05 and 2005-06 to recognize significant milestones on the Route and promote events highlighting special destinations.

#### **Joint Marketing with Commuter Services**

- Continue joint marketing of the Rail 2 Rail Program in 2004-05 and 2005-06 with Metrolink and Coaster.

#### **Group Travel Program**

- Continue promotion of the “Kids ‘N Trains” Program, and conduct a survey of program users in 2004-05 to evaluate program structure and identify program refinements.
- Implement a college student travel discount program in the fall of 2005.

#### **Marketing Funding**

The Division’s budget includes \$5 million in State FY 2004-05 for intercity rail marketing. This amount, unchanged in eleven years, is divided among the three intercity rail routes – Pacific Surfliner, San Joaquin, and Capitol Corridor. (The Capitol Corridor Joint Powers Authority [CCJPA] administers Capitol Corridor marketing funds.)

In 2004-05, \$3.8 million in State funds is budgeted for marketing expenditures on the Pacific Surfliner and San Joaquin Routes. The same amount is budgeted in the Proposed 2005-06 Governor’s Budget. Typically, media advertising receives just under \$3.0 million of these funds, and the remainder is divided between rail safety, passenger information, and market research. The remaining \$1.2 million in marketing funds goes to the Capital Corridor. Amtrak supplements the Department’s annual budget with an additional contribution for media advertising, which in 2003-04 was \$1.2 million. Amtrak contributed \$400,000 of this to the Pacific Surfliners. Amtrak plans similar expenditures in 2004-05 and

2005-06. Thus, the total annual marketing budget for the three corridors in 2004-05 is \$6.2 million.

### **Advertising and Public Relations**

The Department and Amtrak combine resources to create a single advertising program for California services. In 2004-05, the Department renewed the two-year marketing contract using a competitive bid process. Glass-McClure Advertising of Sacramento was awarded the contract for \$4.9 million for the two-year period of 2004-05 and 2005-06. The Department and Amtrak direct Glass-McClure in the development of the joint marketing program. Contract services include strategic planning, media planning, production and creative services, media buys, public relations services, promotions and partnership development services. The Department also spends about \$600,000 annually in non-contract advertising activities, such as special advertising in bus markets.

The vast majority of California travelers are not aware that intercity passenger rail service exists. Thus, the first goal of advertising is to make travelers aware of intercity passenger rail service as a travel option. The second goal is to spur travelers to chose that travel option. Therefore, advertising and public relations will assist in the achievement of ridership performance standards of a 6.2 percent ridership increase in 2004-05 and a 2.3 percent ridership increase in 2005-06.

The Department seeks to make every advertising dollar as cost-effective as possible by targeting the most productive markets. Thus, market research has been done to determine that the most productive target populations are families, the “mature market” (people over 50) and Hispanic persons. Market research is also done to determine the most effective message and media choice for the target population and specific campaign. While the Department most often uses radio, newspaper and outdoor advertising, other media including targeted direct mail, internet advertising, religious and minority press, traffic report sponsorships, and gasoline pump toppers have also been used strategically to accomplish certain campaign goals. Also, the Department continues to pursue advertising partnerships to stretch the marketing budget.

**Advertising Plan** – The 2004-05 advertising plan uses themes related to seasonal activity and is focused on the three target populations. A fall campaign was directed at the senior market and the general/families market using a combination of radio and print ads. The campaign continued the “Travel Made Simple” concept and promoted everyday low fares in place of specific discounts. A winter promotion in February and March 2005 will feature the highly successful “lowest everyday fares” theme using print, English and Spanish radio, and online advertising to reach seniors, general and Hispanic market segments. Spring and summer promotions will focus on family travel using English and Spanish radio, outdoor billboards, and online ads to reach the traveling audience. Outdoor advertising will continue into the summer, most likely with a “Kids Ride

Half Price” message as part of a “Vacations Made Simple” advertising theme that encourages families to ride Amtrak California to favorite destinations.

The 2005-06 advertising plan will also focus on the Department’s target populations using seasonal promotions. A fall, winter and spring campaign is planned that will use similar themes and advertising media as in 2004-05.

**Advertising Partnerships** - The Department also pursues a variety of partnerships in advertising. Efforts in this area have resulted in ongoing partnerships with Disneyland Resort, Sea World, and Universal Studios. The Department in 2004-05 and 2005-06 will explore similar opportunities with these and other venues, such as Suzuki Rock and Roll Marathon, Fiesta Broadway, and Travel Made Simple Sweepstakes. Additionally, national Amtrak campaigns will be used to augment or complement the advertising efforts in California markets.

**Public Relations** - The public relations plan works in conjunction with the advertising plan to improve ridership and revenue by offering promotional programs and special events, such as press conferences, station grand opening events, and service inauguration celebrations. This program is far more personal and hands-on than the advertising program, but is designed to work in conjunction with and support advertising efforts. The public relations program includes media relations; production of brochures and informational materials including the quarterly newsletter, “Making Tracks”; and design and development of displays for use at fairs, special events, and exhibits.

Public relations in 2004-05 included the inauguration of the second round-trip train to San Luis Obispo on November 17, 2004. An event was held in each of the four counties served by the new train. Department Director Will Kempton and local officials rode the inaugural train from Los Angeles to San Luis Obispo and joined festivities at each of the Amtrak stations. All events related to the new train were well attended and received good press coverage.

Public relations activities for 2005-06 will include:

- Celebrations recognizing significant milestones on the route, such as the four millionth passenger, station opening anniversary events such as Irvine station’s 15 year anniversary and the 5 year anniversary of the Route’s name change from the San Diegans to the Pacific Surfliners.
- Local outreach to college campuses.
- Special partnership events involving destinations such as Hearst Castle and Santa Barbara.
- “Making Tracks” will continue to be printed quarterly each year and will be used to support offers in the market, highlight destinations, and promote special events accessible to train travelers.



### **Joint Marketing with Commuter Services**

The Department will continue to market the highly successful Rail 2 Rail Program. Amtrak, Metrolink and the Coaster have a joint marketing budget for the Rail 2 Rail program. The organizations meet on an occasional basis and develop marketing and special promotions.

Once the Metrolink-Amtrak ticket vending machines are operating, the Department will pursue joint marketing of Amtrak's sightseer program in Southern California with Metrolink. Metrolink customers living along routes east of Los Angeles can combine a Metrolink and Amtrak train for certain selected trips. In this program advertising costs to promote access to Pacific Surfliner destinations such as Legoland and Sea World in markets served by Metrolink, would be shared. If these trips are advertised and otherwise innovatively marketed, both systems could benefit.

### **Group Travel Program**

**Kids 'N Trains** - The youth field trip group program ("Kids 'N Trains") began its fourth full season on September 7, 2004 and the Pacific Surfliner program is rapidly approaching 75,000 boardings for the life of the program. The Department continues to refine the program to make it more user-friendly and easier to assimilate into existing Amtrak reservation and operations systems. In 2003-04, program refinements included a streamlined reservation form and expanded destination information on the Department's website. The "Kids 'N Trains" program was also promoted during 2003-04 at a statewide educator's conference, and nine school trips resulted with more than 350 passengers.

In 2004-05, the Department has additional plans for the program. The Department plans to return to the educator's conferences and seek other similar venues. For 2005-06, a survey of program users will be conducted to identify any refinements to the program, and an evaluation of the program's overall structure will be completed.

**Student Travel Program** – In the fall of 2004, the Department and Amtrak started developing a college student outreach program. The initial program development focused on colleges along the San Joaquin Route. Results from this work showed a strong market of potential student riders and clarified that students desire a straightforward discount program.

The Department and Amtrak are currently conducting similar research along the Pacific Surfliner Route, testing interest levels in student discounts and finding ways to best market the program. As a result of this market research, the Department and Amtrak are considering a simple percentage fare discount for students at selected colleges who show a student identification card. Initially students from California Polytechnic State University, San Luis Obispo and University of California Santa Barbara, will be eligible for a fare discount.

The Department plans to widely promote the discount program in the fall of 2005 and hopefully expand the program to more campuses soon after.

### **Rail Safety**

The Department's rail safety campaign is designed to educate the public about the dangers of railroad tracks. The Department coordinates its rail safety activities with California Operation Lifesaver, the State affiliate of the national nonprofit organization whose major focus is encouraging safe behavior at railroad grade crossings, and discouraging, for safety reasons, trespassing on railroad property. The State organization is a coalition of railroads; federal, State, and local agencies; and private businesses and individuals concerned about promoting safety. The Department is a member of the California Operation Lifesaver Board of Directors. Each year, the Operation Lifesaver Campaign includes a combination of media advertising and public education events concentrated on certain geographically prioritized areas where accidents have happened.

In the fall of 2004, the Department with the assistance of the Federal Railroad Administration launched a new program of rail safety for middle and high schools in California. The program called "The A to Z Project" calls on schools to help end train related tragedies that often involve children. The program includes a 36-page booklet on train safety and a CD that includes two rail safety films. The booklet and CD were sent to middle and high schools for introduction into the Fall 2004 school curriculum.

In addition, the Department in conjunction with the California Public Utilities Commission oversees and administers the Section 130 Federal Crossing Improvement Program and Section 190 State Grade Separation Program to improve and construct rail/vehicle crossings for increased safety.

### **Market Research**

The Department contracts with Amtrak for market research services. With the Department's participation, Amtrak contracts with various market research firms to determine: target markets, advertising themes for campaigns, and the effectiveness of campaigns and marketing tools.

To conduct successful marketing, the Department needs to understand the Amtrak California customer's needs, desires and preferences. To obtain this knowledge, the Department performs and periodically updates on-board surveys rotated by season. These surveys also provide demographic information along with a picture of travel behavior. The Department also surveys non-users to determine why they do not use intercity rail services. The Department does random periodic non-user surveys of those who make three or more annual trips of 75 miles or more between cities served by the train or connecting buses.

Market research is also used to measure the effectiveness of marketing expenditures to ensure that marketing accomplishing its intended aims. Since most marketing dollars are spent on advertising, a large part of the research budget focuses on measuring advertising effectiveness. When new campaigns are contemplated, they are tested before audiences of train riders and non-riders. These audiences are asked their reactions to message and creative approach and subsequent ads are created with the results in mind. After a campaign runs, awareness and recall are measured to determine whether the aims of the ads were realized. Firms that are independent of the advertising agency conduct all advertising research.

The Department also contracts with Amtrak for the operation and development of the Rail Ridership/Revenue Forecasting Model. It is used by the Department, Amtrak and the Capitol Corridor Joint Powers Agency to estimate the ridership and revenue impacts of major service changes, such as new services, route extensions or truncations, and frequency and fare changes.

## CHAPTER IV CAPITAL PLAN

### **CAPITAL ACTION PLAN**

#### **Track and Signal Projects**

- Complete construction on two projects in mid-2005 on the northern end of the Route: San Luis Obispo centralized traffic control extension and Gaviota – Ellwood (Santa Barbara County) track improvements.
- Start construction on Santa Susanna Tunnel (Los Angeles/Ventura Counties) seismic upgrade in 2005 and complete construction in 2006 (subject to 2005 allocation of funds).
- Complete environmental clearance and preliminary engineering on the Los Angeles Union Station run-through track project in 2005.
- Continue construction on Los Angeles-Fullerton third main track project. Finish construction on La Mirada–Basta and Commerce-Pico Rivera segments in 2006-07.
- Start construction in 2005 on Lincoln Avenue double track project in Orange County and complete construction in 2006.
- Continue work on CP Flores-CP O’Neil double track, and Del Mar Bluffs stabilization in San Diego County.

#### **Station Projects**

- Complete construction of the Camarillo station and the Santa Ana station pedestrian bridge in 2006.
- Continue development and installation of “next generation” ticket vending machines at Amtrak and Metrolink stations allowing through ticketing between Amtrak and Metrolink.

#### **Americans with Disabilities Act**

- Complete installation of Passenger Information System to provide real-time audio and visual information on train arrivals and departures at all Amtrak and Metrolink stations on the Pacific Surfliner Route by the summer of 2005.

### **CAPITAL PLAN GOALS**

This chapter focuses on current capital projects (excluding minor capital projects). For the Pacific Surfliner Route long-term capital program, see the *California State Rail Plan 2003-04 to 2013-14* (Rail Plan).

Completion of the capital projects in the short-term capital plan are necessary for the achievement of the performance measure standards as listed in **Figure 2.1**.

The on-time performance standard (as listed in **Figure 2.1**) is 81 percent for 2004-05 and 83 percent for 2005-06. On the Pacific Surfliner Route, current track and signal projects focus on improving passing capabilities, reliability, rider quality, and on-time performance. Current station projects are all focused on increasing capacity at certain heavily used stations.

Capital program development and implementation are based on the capital project priorities stated in the Rail Plan. These priorities are:

- Increase the cost-effectiveness of State-supported intercity rail service by increasing revenues and reducing costs, thereby increasing the farebox ratio to reach or exceed the Department's 50 percent standard.
- Increase capacity on existing routes to allow increased frequencies and improved reliability as a result of better on-time performance.
- Reduce train running times to attract riders and to provide an efficient service, with travel times directly competitive with the automobile.
- Improve the safety of State-supported intercity rail service, including grade crossing improvements and closures.

The best running time goal for the Pacific Surfliners (in the Rail Plan) is 1:57 between San Diego and Los Angeles and 2:04 between Los Angeles and Goleta and 2:11 between Goleta and San Luis Obispo by 2008-09. Current best running times are 2:35 between San Diego and Los Angeles and 2:50 between Los Angeles and Goleta and 2:22 between Goleta and San Luis Obispo. The Rail Plan projects the twelfth San Diego–Los Angeles roundtrip will be added in 2007-08, the thirteenth in 2010-11 and the fourteenth in 2013-04. Additionally, a Los Angeles–San Luis Obispo roundtrip is to be added in 2012-03 that would be the sixth roundtrip to Santa Barbara and the third roundtrip to San Luis Obispo.

## CAPITAL PLAN SUMMARY

**Figure 4.1** is a summary of all capital investments on the corridor since the Department began participation in funding and administering the route in 1976. A total of approximately \$1.1 billion has been spent, allocated or programmed on the route on stations, track and signal, and equipment projects, and maintenance facilities since 1976. Note that these figures include some projects that have no direct State financial involvement.

This Business Plan focuses on the intercity passenger rail short-range capital program. Currently \$147 million in projects are underway and an additional \$66.1 million in projects are programmed. Thus, the short-range capital program (through 2008-09) includes \$213 million in projects. Projects that are underway are detailed in **Figure 4.2** and programmed projects are detailed in **Figure 4.3**.

Together, **Figures 4.1, 4.2 and 4.3** give a complete picture of the capital projects and improvements on the corridor.

**Figure 4.1 – Summary of Capital Projects**

<b>PACIFIC SURFLINER ROUTE</b> <b>INTERCITY RAIL CAPITAL PROJECTS</b> <b>(Dollars in thousands)</b>				
<b>Project Type</b>	<b>Completed (1976 - Present)</b>	<b>Underway</b>	<b>Programmed</b>	<b>Total</b>
<b>Track and Signal</b>	\$626,379	\$113,100	\$50,981	\$790,460
<b>Stations</b>	\$187,935	\$33,860	\$15,074	\$236,869
<b>Maintenance Facilities</b>	\$50,740	\$0	\$0	\$50,740
<b>Equipment</b>	\$25,419	\$0	\$0	\$25,419
<b>Total</b>	\$890,473	\$146,960	\$66,055	\$1,103,488

**Figure 4.2 – Detail of Capital Projects – Underway**

<b>PACIFIC SURFLINER ROUTE</b> <b>PROJECTS UNDERWAY</b> <b>(Dollars in thousands)</b>			
<b>Project Description</b>	<b>State Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TRACK AND SIGNAL PROJECTS</b>			
<b>San Luis Obispo CTC Extension</b> Extend CTC from north to south end of double track, install new CTC control point	\$4,219	\$666	\$4,885
<b>Gaviota - Ellwood Track Improvements</b> Install new continuous welded rail	\$4,000	\$909	\$4,909
<b>Ventura County Track Improvements</b> Install rail, tie, and bridges	\$0	\$468	\$468
<b>Ventura County Signal Improvements</b> Install gates, lights and switches	\$0	\$478	\$478
<b>Moorpark-Simi Valley Crossing Improvements</b> Construct median barriers, related signage and fencing at 8 locations	\$700	\$0	\$700
<b>Moorpark-Burbank Track &amp; Signal Improvements</b> Replace worn rail, renovate turnouts	\$0	\$1,492	\$1,492
<b>Santa Susana Tunnel # 26 Upgrade</b> Design for seismic upgrade to tunnel	\$500	\$0	\$500
<b>River Corridor Track and Signal Imps - North of LA</b> Replace ties, rails and underground cables; upgrade standby power systems	\$0	\$1,213	\$1,213
<b>Los Angeles Union Station Fifth Lead Track</b> Design fifth lead track into Union Station	\$389	\$0	\$389
<b>Los Angeles Union Station Run Through Tracks</b> Prepare environmental documentation and design for run through tracks at Union Station	\$12,065	\$0	\$12,065
<b>Commerce Track Improvements</b> Construct additional track	\$1,834	\$1,834	\$3,668
<b>Los Angeles - Fullerton Third Main Track</b> Environmental documentation and engineering for 14.1 miles of third main track, construction for portions of third track	\$40,680	\$3,086	\$43,766

**Figure 4.2 – Detail of Capital Projects – Underway (continued)**

<b>PACIFIC SURFLINER ROUTE</b>			
<b>PROJECTS UNDERWAY</b>			
<b>(Dollars in thousands)</b>			
<b>Project Description</b>	<b>State Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TRACK AND SIGNAL PROJECTS (cont)</b>			
<b>Lincoln Avenue Double Track</b> Construct 1.8 miles of second main track between Almond Street (Orange) and 17th Street (Santa Ana); includes second bridge over Santiago Creek	\$16,449	\$0	\$16,449
<b>Environmental Document For Rail Corridor Upgrade between Los Angeles - Orange County - San Diego</b> Prepare program level environmental impact report for corridor upgrade projects	\$2,498	\$0	\$2,498
<b>CP Flores-CP O'neil Double Track</b> Design and environmental documentation for 1.8 miles of second main line track including CTC Signal System	\$3,470	\$1,250	\$4,720
<b>Santa Margarita Double Track Bridge</b> Prepare environmental documentation and engineering to replace timber and steel bridge with concrete and steel double track bridge	\$2,500	\$0	\$2,500
<b>Oceanside Double Track</b> Design 1.2 mile of double track	\$500	\$0	\$500
<b>Del Mar Bluffs Stabilization</b> Stabilize bluff area subject to erosion	\$1,000	\$4,000	\$5,000
<b>Sorrento-Miramar Double Track</b> Design second main track between Sorrento (CP Pines and Miramar (CP Cumbres) to increase speeds	\$4,363	\$0	\$4,363
<b>Track Signal and Infrastructure Upgrade</b> Upgrade system infrastructure (track, signal equipment, layover facilities and signage) in territory served by Metrolink (represents intercity related portion of total funding)	\$0	\$1,808	\$1,808
<b>Rail Grinding - Systemwide</b> Grind rail to original profile and remove surface defects	\$0	\$454	\$454
<b>Signal and Communication Program - Systemwide</b> Upgrade signals	\$0	\$275	\$275
<b>TOTAL TRACK AND SIGNAL PROJECTS</b>	<b>\$95,167</b>	<b>\$17,933</b>	<b>\$113,100</b>
<b>STATION PROJECTS</b>			
<b>Santa Barbara</b> Purchase historic rail car and renovate station	\$0	\$396	\$396
<b>Camarillo</b> Construct station improvements and parking lot	\$1,551	\$8,461	\$10,012
<b>Moorpark</b> Replace tactile edge of platform	\$2	\$84	\$86
<b>Simi Valley</b> Replace tactile edge of platform	\$2	\$154	\$156
<b>Los Angeles</b> Various interior and exterior station renovation projects	\$600	\$30	\$630
<b>Santa Ana</b> Construct Pedestrian Bridge	\$5,500	\$0	\$5,500
Create 1000 foot mural of historic events	\$0	\$500	\$500
<b>Oceanside</b> Environmental document and design for a 450 space parking structure	\$910	\$0	\$910
<b>Multiple Stations</b> Ticket Vending Machines	\$3,600	\$10,525	\$14,125
Electronic Information System	\$863	\$682	\$1,545
<b>TOTAL STATION PROJECTS</b>	<b>\$13,028</b>	<b>\$20,832</b>	<b>\$33,860</b>
<b>TOTAL ALL PROJECTS UNDERWAY</b>	<b>\$108,195</b>	<b>\$38,765</b>	<b>\$146,960</b>

**Figure 4.3 – Detail of Capital Projects - Programmed**

<b>PACIFIC SURFLINER ROUTE PROJECTS PROGRAMMED (Dollars in thousands)</b>			
<b>Project Description</b>	<b>State Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TRACK AND SIGNAL PROJECTS</b>			
<b>Moorpark-Simi Valley Rail Replacement</b> Replace 7 miles of track	\$4,000	\$0	\$4,000
<b>Santa Susanna Tunnel #26 Upgrade</b> Construct seismic tunnel upgrade	\$9,500	\$250	\$9,750
<b>Los Angeles County Track Improvements</b> Replace Ties, turnouts, crossings, bridges, and rail	\$0	\$1,035	\$1,035
<b>Los Angeles County Signal Improvements</b> Install lights, fencing, and event/analyzer equipment	\$0	\$592	\$592
<b>Ventura/LA County Line-Wood Tie Replacement</b> Replace old ties with new wood tie	\$0	\$311	\$311
<b>Ventura County - bridge Improvements</b> Rehabilitate bridge	\$0	\$128	\$128
<b>Ventura/LA County Line-Signal Improvement</b> Upgrade signals	\$0	\$343	\$343
<b>Los Angeles - Fullerton Triple Track</b> DT Junction to La Mirada Section - Construct triple track	\$5,000	\$0	\$5,000
<b>San Dieguito River Bridge Design and Engineering</b> Preliminary design and environmental for new double track concrete bridge	\$855	\$0	\$855
<b>Sorrento-Miramar Double Track</b> Construct second main track to increase speeds	\$27,355	\$0	\$27,355
<b>Trespasser Barriers</b> Purchase and install concrete barriers	\$0	\$12	\$12
<b>Track Signal and Infrastructure Upgrade</b> Upgrade system infrastructure (tracks, signal equipment, layover facilities and signage) in territory served by Metrolink (represents intercity related 75% of total funding)	\$0	\$1,600	\$1,600
<b>TOTAL TRACK AND SIGNAL PROJECTS</b>	<b>\$46,710</b>	<b>\$4,271</b>	<b>\$50,981</b>
<b>STATION PROJECTS</b>			
<b>Oxnard</b> Construct parking lots, and landscaping	\$1,081	\$0	\$1,081
<b>Camarillo</b> Construct station improvements and parking	\$0	\$204	\$204
<b>Simi Valley</b> Construct platform enhancements and renovate platform	\$0	\$680	\$680
<b>Los Angeles</b> Various interior and exterior station renovation projects	\$0	\$1,209	\$1,209
<b>Fullerton</b> Design and construct a multi-level parking structure with 700 spaces	\$3,000	\$0	\$3,000
<b>Oceanside</b> Construct 450 space parking structure	\$0	\$8,900	\$8,900
<b>TOTAL STATION PROJECTS</b>	<b>\$4,081</b>	<b>\$10,993</b>	<b>\$15,074</b>
<b>TOTAL ALL PROJECTS PROGRAMMED</b>	<b>\$50,791</b>	<b>\$15,264</b>	<b>\$66,055</b>



Since December 2002 allocations of Traffic Congestion Relief Program (TCRP) funds have been suspended. Originally, a total of \$148.5 million in TCRP funds were specified for the Pacific Surfliner Route, of which the Commission has allocated \$16.2 million. The remaining \$132.3 million was reserved for: Los Angeles Union Station run through tracks and fifth lead track (\$20.7 million); Los Angeles–Fullerton third main track (\$66.9 million); track projects in San Diego County (\$22.7 million); and the National City Layover Facility (\$22 million). The \$132.3 million in TCRP funds have been deleted from the Pacific Surfliner capital program as listed in **Figures 4.2** and **4.3**. Other fund sources will be sought for TCRP projects, including potential STIP funding.

Due to severe funding constraints, the new 2004 STIP adopted in late 2004 did not program any new funding for intercity rail projects. It carried forward only projects that had been previously programmed in the 2002 STIP, but had not yet been allocated.

The Rail Plan shows the long-range ten-year capital plan. The unconstrained plan for the route (as shown on **Figure 3C** of the Rail Plan) has \$1,728.8 million in projects (\$569.7 million north of Los Angeles and \$1,159.1 million south of Los Angeles). Thus, it is clear that the funds contained in the 2004 STIP are not adequate to fund the longer-range intercity passenger rail capital plan. The long-range plan includes the assumption that a twelfth San Diego–Los Angeles roundtrip would be added in 2007-08, the thirteenth in 2010-11 and the fourteenth in 2013-04. Additionally, another Los Angeles–San Luis Obispo roundtrip is projected in 2012-03 that would be the sixth roundtrip to Santa Barbara and the third roundtrip to San Luis Obispo.

Some further explanation on **Figures 4.2** and **4.3** is provided here. **Figure 4.2** shows all projects that are currently underway. Projects are defined as being underway if State funds have been allocated by the CTC, or if other fund sources (such as Amtrak, city or Federal funds) are under contract. **Figure 4.3** shows all projects that are programmed for funding – generally in the 2004 STIP. It is important to note that a single project will usually be funded from multiple funding sources and larger projects are often funded and completed in phases. Therefore, one project (particularly larger projects) could be listed on both **Figures 4.2** and **4.3** and also be included in the “Completed” column on **Figure 4.1**. As an example: the completed first phase of a project would be listed on **Figure 4.1**; allocated but unexpended funds for the second phase of the project would be listed on **Figure 4.2**; and programmed funds for later phases of the project would be listed on **Figure 4.3**. Thus, these figures show the completed, current and programmed activity for all projects.

## TRACK AND SIGNAL IMPROVEMENTS

Below are descriptions of the track and signal projects that were completed since 2000, and projects that are underway and programmed with a total cost exceeding \$2 million (although all projects are listed on **Figures 4.2** and **4.3**). The projects are listed geographically from north to south. See the “Capital Program” section above for further detail on the organization of **Figures 4.2** and **4.3**.

The State does not own any rail tracks in the Pacific Surfliner corridor. Between San Luis Obispo and Moorpark, the right-of-way (ROW) is owned by UP. South of Moorpark to San Diego, the majority of the ROW is owned by public transportation entities. However, the State funds and oversees many track and signal projects.

**San Luis Obispo CTC Extension** – \$4.9 million is programmed for this project to extend Centralized Traffic Control (CTC) from the north to the south end of the existing double track at San Luis Obispo. Also, a new CTC control point will be installed. This project will facilitate on-time departures from the San Luis Obispo layover facility and the station. Construction started in 2004, and is to be completed by June 2005.

**Gaviota Siding Upgrade** – This \$2.4 million project was completed in October 2003. The siding was rehabilitated to allow the new CTC signal system and to increase speeds.

**Gaviota – Ellwood Track Improvements** – \$4.9 million was allocated for this project to install continuous welded rail. The project will improve ride quality, reduce travel time, and enhance safety. The project was started in December 2002 and was completed in spring 2005.

**Ellwood-Seacliff Track and Signal Improvements** – This \$12.7 million project was completed in 2002. The project replaced the old block signal system with 31 miles of CTC. A new 9,000-foot siding was constructed adjacent to the Goleta Layover facility, the existing Seacliff siding was rehabilitated and power switches were installed. The project creates a long new siding at Ellwood to improve freight and passenger train movement and replaces the outdated block signal system with CTC.

**Goleta-Moorpark Track and Signal Improvements** – The Moorpark to Goleta track, siding and signal upgrade project was completed in 2001 at a cost of over \$30 million. The work included new continuous welded rail, cross ties, ballast, extension of existing sidings, construction of two new sidings, grade crossing improvements and new CTC signal system. This major improvement project has modernized the Pacific Surfliner Route from the Ventura/Los Angeles County line (Moorpark) to Santa Barbara County at Goleta.

**Moorpark-Simi Valley Rail Replacement** – \$4.0 million is programmed for this project to replace rail on seven miles of track between Moorpark and Simi Valley. The project will improve safety and increase speeds.

**Hasson Siding Extension** – This project, completed in 2003, extended the current siding to 10,000 feet, creating the opportunity for running train meets. It improved OTP and schedule reliability.

**Santa Susana Tunnel 26** – \$500,000 has been allocated and \$9.8 million has been programmed for this project to upgrade the 7,369-foot tunnel, originally built in 1905, to withstand seismic activity. The tunnel is heavily used by intercity, commuter, and freight trains. A previous rehabilitation project on this tunnel, completed in October 2000, included replacement of rail cross ties, ballast and installation of drainage improvements. This project permitted passenger train speeds to increase from the previous 10-25 mph to 40 mph. The Department anticipates an allocation for construction funds in 2005, and construction would start soon after. Based on an allocation in early 2005, construction should be completed in 2006.

**Chatsworth Track and Station Improvements** – This \$4.5 million project was completed in 2002. It added a second platform at the station, extended a siding, and added CTC. This project allows two passenger trains to stop at the station at the same time.

**Los Angeles Union Station Run-through Tracks** – This major project has an initial allocation of \$12.1 million. The initial funding is adequate for preliminary design and environmental clearance, but not for final design and construction. The environmental clearance and preliminary design began in 2002 and will be completed in 2005.

This project involves the construction of run-through tracks at Los Angeles Union Station. Run-through tracks would eliminate the need for trains to reverse direction to exit Union Station; trains could instead run-through on two extended tracks. This would result in significantly reduced delays and improved running times for intercity and commuter rail trains. The project involves the construction of the run-through tracks across US 101 from Union Station to mainline track along the Los Angeles River.

**Commerce Track Improvements** – \$3.7 million has been allocated to construct additional track to facilitate commuter, intercity and freight movements at the Commerce Metrolink station. Funding is split equally between the State and Amtrak.

**Los Angeles-Fullerton Third Main Track** – \$45.6 million has been allocated for this project for environmental work, engineering and construction of 14.1 miles of triple track between Los Angeles and Fullerton in Orange County. An additional \$5.0 million is programmed for construction. The two existing

main rail lines in this area are heavily congested. Thus, the only method to increase passenger rail efficiency and on-time performance is to construct a third main track. Also, this BNSF owned line serves the freight needs of the Ports of Long Beach and Los Angeles, as well as Metrolink commuter rail. Therefore, this project will improve operating efficiency for intercity, freight and commuter rail.

Design and environmental documentation was completed in 2004 on all 14.1 miles of the project. However, all construction funds for this project have not been available due to TCRP funds not being available. Thus, for construction the project is being divided into buildable segments. Construction work has started on the third main track from La Mirada to Basta (5.5 miles) and on a segment of third main track from Commerce to Pico Rivera. Construction on these segments is planned to be completed in 2006-07.

**Redondo Junction Flyover** – Construction was completed in summer 2001 for the 40-mph flyover track at the Redondo Junction, as part of the overall improvement to the Alameda Corridor. This project improves the operations of the intercity trains and commuter trains on the Pacific Surfliner Route by separating them from all freight train movements to and from the Alameda Corridor.

**Orange County Capital Renovation** – This \$8.7 million project to rehabilitate track in Orange County to improve reliability and ride quality was completed in late 2004.

**Lincoln Avenue Double Track** – \$16.5 million has been allocated for this project that closes a major (1.8 mile) gap in Orange County double-track territory and creates improved opportunities for trains to pass each other. The environmental work has been completed, and construction is anticipated to start in 2005 and be completed in 2006.

**Environmental Document for LOSSAN Corridor County Rail Upgrade** – \$2.5 million has been allocated for this project to complete a Program Environmental Impact Report under CEQA, an Environmental Impact Statement under NEPA and a strategic corridor plan for rail upgrades on the corridor between Los Angeles and San Diego. The strategic plan was completed in October 2003 and the EIR/EIS is anticipated to be completed in mid 2005.

**San Onofre Siding Track Improvements** – This \$5.8 million project to extend the existing San Onofre siding, created increased passing opportunities and improved schedule reliability. Construction was completed in 2004.

**CP Flores-CP O’Neil Double Track** – \$4.7 million has been allocated for this project to construct 1.8 miles of second main line track, including a CTC signal system. The project will improve reliability and passing capabilities. Final design is now underway and construction will start in 2005 and is planned for completion by June 2006.

**Santa Margarita Double Track Bridge** – \$2.5 million has been allocated for this project to prepare environmental documentation and engineering to replace a timber and steel bridge with a concrete and steel double track bridge. Design started in 2002.

**Encinitas Siding** – This \$6.3 million project to design and construct a siding to increase reliability and reduce delays was completed in March 2004.

**Del Mar Bluffs Stabilization** – In San Diego County, the design phase of the Del Mar Bluffs stabilization project is completed. Phase I construction for drainage improvements was completed in 2002-03. \$5.0 million Phase II construction project will ensure the stability of the bluffs and prevent possible track outages due to slope failures. The Pacific Surfliner intercity trains, the Coaster commuter trains and the BNSF freights currently use the track for their operations. Four-fifths of phase II construction is federally funded.

**Sorrento–Miramar Double Track** – \$4.4 million has been allocated for project design for the Sorrento to Miramar double track project that will increase train speeds at this location from the current 30 mph to 50 mph. This improvement project will create several miles of new passing track and will reduce travel time by several minutes. Preliminary design and engineering are complete. \$27.4 million is programmed for construction.

**Falsebay Passing Track** – This project, completed in 2003, constructed approximately 3 miles of new passing track. It created the opportunity for running train meets, and improved schedule reliability.

**Track Signal and Infrastructure Upgrade** – \$1.8 million has been encumbered for this project to upgrade system infrastructure, including tracks, signal equipment, layover facilities, and signage in territory served by Metrolink. 75 percent of the territory to be improved also serves the Pacific Surfliner Route. An additional \$1.6 million has been programmed for this project.

## **NEW STATIONS AND STATION IMPROVEMENTS**

Below are descriptions of station projects that were completed since 2000, and projects that are underway and programmed. Station projects are arranged in geographic order from north to south. Only projects with a total cost exceeding \$2.0 million are discussed (although all projects are listed on **Figure 4.2**). Note that the recently completed projects are not listed on **Figure 4.2**.

The State, in most cases, does not own stations. The majority of stations are owned by cities, Amtrak, railroads, or private development companies. However, the State funds and oversees many station improvement projects.

**San Luis Obispo** – This project was completed in the end of 2001. An approximately 10,000 square-foot parcel of UP property near the historic station was purchased. Improved thruway and local bus facilities, as well as better access for bikes and pedestrians were completed. Parking facilities were also expanded.

**Surf** – The new intercity rail station, opened in March 2000, at Surf Beach, near Lompoc is an unstaffed station and was a joint project between Santa Barbara County and the Department. The station serves the City of Lompoc and surrounding communities including Vandenberg Air Force Base. The station consists of a loading platform, three open-air shelters, benches, public telephone, restrooms, a parking lot with approximately 39 spaces and a bus-loading zone.

**Camarillo** – The Camarillo station improvement project began in June 2000. \$8.5 million in local and federal funds has been encumbered for the project and an additional \$1.6 million in State funds is allocated. The project includes design, construction, and ROW purchase for improvements to the station platform and the parking at the Camarillo rail station. The project also will include the installation of shelters, seating, lighting, public art works, and bike parking to serve Pacific Surfliner and Metrolink rail passengers. Construction began in late 2002 and scheduled for completion in early 2006.

**Fullerton** – \$3.0 million is programmed to build a multi-level parking structure for the Fullerton Transportation Center. The increased parking will accommodate both intercity and commuter rail passengers. Design on this project started in 2002.

**Santa Ana** – \$5.5 million has been allocated to construct a pedestrian bridge over the main line to access the center platform. This improvement will greatly improve passenger safety and flexibility in loading trains. Design started in 2003. Construction is underway, scheduled to be completed in 2005-06.

**Irvine** – A new pedestrian bridge was completed in June 2001, which provides access to the second platform. The project included elevators, landscaping and architectural treatments. Additional parking is now needed at the rail station to serve commuters and intercity passengers. \$5.1 million is now reserved to construct a parking structure.

**San Clemente** – The Department and Amtrak, with the City of San Clemente's concurrence completed improvements in May 2000 to the platform and provided ADA access for the station at the San Clemente Pier. Amtrak service returned to the Pier station on a seasonal basis in May 2000.

**Oceanside** – \$8.9 million is programmed for a 450-space parking structure. The structure will benefit Amtrak, Metrolink and Coaster service. ROW has been purchased by the City, and construction is underway.

**Ticket Vending Machines** – \$14.1 million is available for ticket vending machines and software to be purchased for all Amtrak and Metrolink stations on the Pacific Surfliner Route. The funding sources are: \$8.5 million from the Federal Congestion Mitigation and Air Quality Improvement Program (CMAQ), \$3.6 million from the State, and the remainder from Amtrak and local agencies. The system is undergoing final design and testing and is planned to be in the initial phase of operation by 2005-06. The system will permit ticket purchases of either or both commuter and intercity train tickets. For the first time passengers will be able to purchase through tickets for a combined Amtrak/Metrolink trip. This modernization will also improve cash handling operations and accounting.

**Electronic Information Systems** – \$1.9 million has been encumbered to install electronic message signs at stations to inform Amtrak, Metrolink, and Coaster patrons of train arrival status, including late arriving trains. This will facilitate patrons' ability to make connections between Amtrak and Metrolink trains. The signs will be installed at all Amtrak and Metrolink stations along the Pacific Surfliner Route between San Luis Obispo and San Diego. It is anticipated that the signs will be installed by the summer of 2005.

## **MAINTENANCE AND LAYOVER FACILITIES**

**Los Angeles Railcar Service and Inspection and Locomotive Maintenance Facility** – This project was completed in mid 2001. It involved \$7 million in State funds and about \$24 million in Amtrak funds. The project is located in Amtrak's existing Eighth Street Yard in Los Angeles. The new service and inspection facility now allows most of the day-to-day maintenance functions to be performed without disassembling the train. The enclosed facility now has pedestal tracks and other facilities to support inspection and maintenance activities on all of Amtrak's southern California fleet, including both the California Cars and new Surfliner Cars.

Additionally, on the same site a modernized locomotive maintenance facility was constructed. Also the support yards on either side of the service and inspection facility were reconstructed, and a new modern car wash facility was constructed.

**National City Joint Use Layover Facility** – The purpose of this project is to construct a layover facility at the southern terminus of the Pacific Surfliner line. The National City facility project will consist of site acquisition, design, and construction of a facility adjacent to the rail line to clean, service and perform light maintenance for Pacific Surfliner intercity trains and BNSF locomotives. The project also includes track and grade crossing improvements between the

San Diego station and the new facility. The facility is planned for joint use where BNSF locomotives will use the facility for turn-around service.

Primary benefits of this project include more efficient equipment utilization, more frequent cleaning of cars, and the ability to immediately address needed repairs. Project design was completed in spring 2003. The Department has contracted with the BNSF to complete design and engineering work on the maintenance facility and the track and grade crossing improvements. Currently, no design or construction funds are identified for this project.

## **EQUIPMENT**

The U.S. Taxpayers' Relief Act of 1997 provided an additional \$2.2 billion for Amtrak nationwide. This funding permitted Amtrak to commit approximately \$105 million for new Pacific Surfliner passenger cars to serve this route. Eight trainsets of new Surfliner Cars were placed in service by the spring of 2001. (The first delivery started in May 2000.)

The new cars replaced severely outdated equipment. The cars are based on the California Car design pioneered by the Department that allows faster loading and unloading, shorter dwell times at stations, and is handicap accessible. The new cars also feature improved reclining and reversible seats, more downstairs seating, an upstairs restroom, larger luggage racks, with fabrics and flooring designed for lower maintenance cost and better resistance to soiling.

In addition, Amtrak purchased and placed into service 14 new state-of-the-art F59 locomotives on the Pacific Surfliner at a cost of \$30 million. Replacement of older equipment reduced equipment maintenance, breakdowns, and increased OTP.

The State was able to supplement the Amtrak order with over \$50 million in state funds from a variety of sources to buy additional cars for both Southern and Northern California. In Southern California, the State purchased two additional train sets to complete the new Pacific Surfliner fleet, for a total of ten sets of equipment. Each set of equipment has five cars. The State has purchased three cab cars, two food service cars, two business class cars and three coach cars. All of the ten cars were delivered by early 2002.

The ten new cars will complete their three-year warranty period in 2005. During the warranty period, the Department conducts regular inspections, documents equipment failures, evaluates defects to determine fleet-wide impacts, and coordinates with Amtrak for repairs. In 2005, the Department will conduct a final three-year audit on the cars. After the warranty period the cars enter into Amtrak's preventative maintenance program with overhauls at four, six and eight years. The Department oversees this program.



## **AMERICANS WITH DISABILITIES ACT (ADA)**

The statewide ADA Project brought 48 intercity rail facilities along the San Joaquin, Pacific Surfliner, and Capitol Corridor routes into compliance with State and federal mandates. Federal law stipulates that Amtrak should comply with ADA regulations, nationally, by FFY 2010. However, the Department's goal was to have all upgrades completed by FFY 2002. This goal was met for all stations on all three Routes.

A system-wide project that will also improve station accessibility is the installation of Passenger Information Systems at stations to provide real-time audio and visual information on train arrivals and departures. The system is now fully operational on the Capitol Corridor and will be operating on the San Joaquin Route by Spring 2005. On the Pacific Surfliner Route, the Department is working with Metrolink on the development of new Passenger Information Systems at Pacific Surfliner stations. It is anticipated the systems will be installed by summer 2005.

The type of ADA modifications that were generally made at stations included: replacing tactile edges; constructing concrete sidewalks; improving pedestrian access and drop off and loading zones; restriping parking lots; modifying ticket counters; replacing restroom fixtures, signs, telephones, water fountain, informational displays; and repairing door closure devices.

Improvements were made to the following stations: San Luis Obispo, Santa Barbara, Ventura, Oxnard, Moorpark, Simi Valley, Chatsworth, Van Nuys, Burbank Airport, Los Angeles, Fullerton, Anaheim, Santa Ana, Irvine, San Juan Capistrano, Oceanside, Solana Beach and San Diego.

---

## APPENDIX

# PACIFIC SURFLINER RAIL STATIONS AND CONNECTING SERVICES

This Appendix contains information on:

- Pacific Surfliner rail stations and transportation connections to the stations.
- Commuter and urban transportation services that connect to the Pacific Surfliners.
- Amtrak services that connect to the Pacific Surfliners.

### SAN JOAQUIN RAIL STATIONS

Rail Stations are listed geographically from north to south. The station descriptions include a listing of the areas served by Amtrak Thruway bus connections to the rail stations, Amtrak routes and local transit serving the rail stations. Each listing shows the average daily passengers in FFY 2003-04. This data is for the Pacific Surfliner Route only, and does not include Metrolink, Coaster and Amtrak long distance train passengers.

**San Luis Obispo** - This staffed station is located at 1011 Railroad Avenue at Santa Rosa Street in downtown San Luis Obispo. The City in 2001 completed expansion of parking and construction of a multimodal facility. This station is currently the northern terminus of the Pacific Surfliner trains. The Coast Starlight, Pacific Surfliner, San Joaquin Thruway buses and local and regional transit also serve the station. San Luis Obispo averaged 82 passengers per day in FFY 2003-04.

**Grover Beach** – The station is located in the Five Cities area, south of San Luis Obispo, in Grover Beach. The unstaffed station is located at 150 Grand Avenue at Highway 1, and is served by Pacific Surfliner trains and Pacific Surfliner and San Joaquin Route Thruway buses as well as regional transit. The City of Grover Beach is planning an upgrade to the station including improved bus access. Grover Beach averaged 30 passengers per day in FFY 2003-04.

**Guadalupe/Santa Maria** – This unstaffed station is located in downtown Guadalupe on Highway 1 south of Fifth Street and is served by Pacific Surfliner trains and Thruway buses and by local transit. Guadalupe/Santa Maria averaged 16 passengers per day in FFY 2003-04.

**Surf/Lompoc** – An unstaffed station located west of Lompoc at the end of Highway 246, near Vandenberg Air Force, base opened in March 2000. Surf/Lompoc averaged 11 passengers per day in FFY 2003-04.

**Goleta** – This unstaffed station and the adjacent train layover facility opened for service in September 1998. The platform is located on the west side of La Patera Lane, north of Hollister, and south of Highway 101. Goleta is the new end point for all trains previously originating or terminating in Santa Barbara. Goleta averaged 125 passengers per day in FFY 2003-04. Local transit stops about one-half mile from the station.

**Santa Barbara** – The staffed historical Santa Barbara station is located on State Street near downtown Santa Barbara, two blocks from the beach. It is owned by the City and in 1999, a major restoration, including new passenger platforms, and parking improvements was completed. It also serves the Coast Starlight and connecting Pacific Surfliner and San Joaquin Thruway buses, and local transit. Santa Barbara averaged 582 passengers per day in FFY 2003-04.

**Carpinteria** – The unstaffed Carpinteria station is located on the south side of Linden Avenue at Fifth Street, within walking distance to the Carpinteria State Beach campground. It includes a 600-foot platform with lighting and a shelter, and uses a city-owned lot for parking. It is served daily by four Pacific Surfliners in each direction, one Pacific Surfliner Thruway bus round trip, San Joaquin Thruway buses and local transit. Carpinteria averaged 45 passengers per day in FFY 2003-04.

**Ventura** – This unstaffed station was constructed by the City of San Buenaventura and is located west of Highway 101 at Harbor Boulevard and Figueroa Street, adjacent to the County Fairground. It serves Pacific Surfliner trains, San Joaquin and Pacific Surfliner Thruway buses and local transit. Ventura averaged 96 passengers per day in FFY 2003-04.

**Oxnard** – The staffed Oxnard Amtrak station is located at 201 East Fourth Street. The Coast Starlight, San Joaquin and Pacific Surfliner Thruway buses also serve this station. In addition, it serves local transit, Greyhound, and is the northern end point for Metrolink commuter rail. (See **Chapter IV – Capital Plan**, for station improvement details.) Oxnard averaged 181 passengers per day in FFY 2003-04.

**Camarillo** – This unstaffed station is next to the Ventura freeway (US 101) at 30 Lewis Road, also served by Metrolink trains and local transit. There is free parking and a passenger shelter. (See **Chapter IV – Capital Plan**, for additional station improvement details.) Camarillo averaged 51 passengers per day in FFY 2003-04.

**Moorpark** – This unstaffed station is located at 300 High Street. Passengers use parking facilities originally built for the Oxnard commuter service. Additional parking is also provided on the south side of the platform. Metrolink trains,

one daily Pacific Surfliner Thruway bus and local transit also serve the station. Moorpark averaged 21 passengers per day in FFY 2003-04.

**Simi Valley** – The Simi Valley station is located at 5000 Los Angeles Avenue near Stearns. The Coast Starlight, Pacific Surfliner and Metrolink trains, San Joaquin and Pacific Surfliner Thruway buses and local transit serve this unstaffed station. Simi Valley averaged 88 passengers per day in FFY 2003-04.

**Chatsworth** – The unstaffed Chatsworth station is at 12510 Devonshire Street. It is also served by Pacific Surfliner and San Joaquin Thruway buses, Metrolink commuter rail and local transit. A second platform was recently completed, allowing trains to load and unload passengers on either track. Chatsworth averaged 122 passengers per day in FFY 2003-04.

**Van Nuys** – The Van Nuys station is located at 7724 Van Nuys Boulevard. The depot is staffed and serves as a hub for Amtrak in the San Fernando Valley. The station serves Pacific Surfliner and Metrolink trains, as well as Pacific Surfliner and San Joaquin Thruway buses, and local transit. Van Nuys averaged 182 passengers per day in FFY 2003-04.

**Burbank Airport** – The unstaffed Burbank Airport station is the first station in the west to provide a direct link between intercity passenger rail and airport service. It is located within walking distance of the Burbank Airport main terminal (approximately 150 yards). Airport shuttle buses, local transit, San Joaquin Thruway buses and Metrolink trains also serve the station. Burbank Airport averaged 92 passengers per day in FFY 2003-04.

**Glendale** – The historic Glendale station is located at Cerritos and Railroad Avenues. Amtrak does not staff the station. The station is also served by the Coast Starlight, Metrolink commuter rail service and connecting Pacific Surfliner and San Joaquin Thruway buses. Greyhound and local transit buses also serve the facility. Glendale averaged 103 passengers per day in FFY 2003-04.

**Los Angeles** – The historic Los Angeles Union Station (LAUS) is located at 800 North Alameda Street in downtown Los Angeles and is privately owned by the Catellus Corporation. It is fully staffed and serves as Amtrak's western United States transcontinental hub. The Pacific Surfliner, Metrolink, the Red and Gold Lines (Metro Rail), various shuttle buses and local transit serve the station. Also, the San Joaquin Thruway buses utilize the station for their connections to Bakersfield. Food service and checked baggage services are available. Los Angeles averaged 2,727 passengers per day in FFY 2003-04.

**Fullerton** – Fullerton's historic station is staffed. It is located off of Highway 91 in downtown Fullerton and is owned by the City. It was recently listed in the national register of historic landmarks. It is a multimodal station that also serves Metrolink, Amtrak's long distance train, the Southwest Chief and San Joaquin Thruway buses. Across the street, local transit service is available, including a

bus connection to Disneyland. Food service and checked baggage services are also available. (See **Chapter IV – Capital Plan**, for station improvement details) Fullerton averaged 973 passengers per day in FFY 2003-04.

**Anaheim** – This staffed station is located within the Edison International Stadium parking lot on East Katella Avenue. It was established under the Caltrans intermodal facilities program and is owned by the City of Anaheim. The station is also served by Southern California's Metrolink commuter rail system and local transit. Passengers can now transfer to a waiting shuttle for a direct connection to Disneyland. Anaheim averaged 798 passengers per day in FFY 2002-03.

**Santa Ana** – This staffed station is located in the heart of Orange County at 1000 Santa Ana Boulevard and is owned by the City of Santa Ana. It is a multimodal station that also serves San Joaquin feeder buses, Greyhound, Metrolink, and local transit. Food service and checked baggage services are also available at the station. (See **Chapter IV – Capital Plan**, for station improvement details.) Santa Ana averaged 472 passengers per day in FFY 2003-04.

**Irvine** – The Irvine station is located off the Alton Parkway exit from Interstate 5 in Orange County. This staffed station was developed under the intermodal facilities program and is owned by the City. It also serves Metrolink and Greyhound. Also, local transit and vanpools provide transportation to local offices. This station has addressed a critical parking problem by providing free valet parking to train passengers. Irvine averaged 1,297 passengers per day in FFY 2003-04.

**San Juan Capistrano** – The staffed San Juan Capistrano station is located off the Highway 74/Ortega Highway exit from Interstate 5 and is owned by Manna Station, Inc. This station also serves San Joaquin Thruway buses, Metrolink and local transit. Food service is also available at the station. San Juan Capistrano averaged 717 passengers per day in FFY 2003-04.

**San Clemente** – This unstaffed station is located at Avenida Victoria at the San Clemente pier and is served seasonally by selected Pacific Surfliner trains and Metrolink beach trains. It is also served by local transit buses. San Clemente averaged 17 passengers per day in FFY 2003-04.

**Oceanside** – The staffed Oceanside station is located at 235 South Tremont Avenue, off the Mission Avenue Downtown exit from Interstate 5 and is owned by San Diego County. It is also served by Coaster, Metrolink, San Joaquin feeder buses, Greyhound, and local transit. (See **Chapter IV – Capital Plan**, for station improvement details.) Oceanside averaged 840 passengers per day in FFY 2003-04.

**Solana Beach** – This staffed station replaced the Del Mar Station located approximately 2.6 track miles south of Solana Beach and is owned by

North County Transit District. It is located at 105 Cedros Avenue. The station is served by San Joaquin Thruway buses, North County Transit District buses and the Coaster. Solana Beach averaged 1,034 passengers per day in FFY 2003-04.

**San Diego** – This staffed station, privately owned by the Catellus Corporation, is located at the corner of Broadway and Kettner in downtown San Diego. The station building, originally constructed in 1915 to serve the Panama-California Exposition held in San Diego that year, is now a nationally registered historical landmark. The station is also served by Coaster, San Joaquin Thruway buses, the San Diego Trolley, San Diego Transit and Mexicoach buses. San Diego averaged 2,136 passengers per day in FFY 2003-04.

## **COMMUTER AND URBAN RAIL TRANSPORTATION SERVICES THAT CONNECT TO THE PACIFIC SURFLINERS**

**Metrolink** – Metrolink operates regional rail service on seven routes in the greater Los Angeles area. Six of these routes radiate from Los Angeles Union Station and connect with the Surfliners. The Metrolink Ventura County Line stops at all Amtrak stations on the line as well as other Metrolink-only stops. The Metrolink Antelope Valley line connects to the Surfliners at Glendale as well as Amtrak buses in Lancaster and Santa Clarita/Newhall. The San Bernardino Line Thruway buses stop at the San Bernardino and Claremont stations. On the Orange County Line, trains serve all Amtrak stops. On the Riverside Line, Thruway buses serve the Riverside station.

Beginning in September 2002, Amtrak and Metrolink inaugurated the Rail 2 Rail Program, which has been very successful. Under this program, Metrolink monthly pass holders may ride any Amtrak train or bus on any day (including weekends) within the limits of their monthly pass. In addition, Amtrak ticket holders may ride any Metrolink train within the limits of their Amtrak ticket. Passengers may buy either an Amtrak or Metrolink ticket and use it on the first train that shows up.

**Coaster** – The Coaster Regional Rail service operating between Oceanside and San Diego connects to the Pacific Surfliner at Amtrak stations in Oceanside, Solana Beach, and San Diego. The Department expanded the Rail 2 Rail Program to the Coaster in April 2004.

**Los Angeles Metro Rail** – The Red and Gold Lines stop at Los Angeles Union Station, providing connections with Pacific Surfliner trains and buses.

**San Diego Trolley** – The San Diego Trolley operates light rail service on two lines serving the San Diego Amtrak station.

**Caltrain** – The extension of Thruway Bus Route 17 to San Jose and San Francisco provides connections with Caltrain Peninsula train service at San Jose.

## **OTHER AMTRAK SERVICES THAT CONNECT TO THE PACIFIC SURFLINERS**

The Pacific Surfliner Route is an element of Amtrak's national intercity rail passenger network. Many passengers use the Pacific Surfliners as part of a longer rail trip. Coordination of schedules with other services generates additional ridership and can improve overall efficiency. The following routes/trains provide significant connecting ridership for the Pacific Surfliners and, in turn, depend on the Pacific Surfliners for a significant portion of their own ridership.

**San Joaquin Route** – The State began supporting Amtrak train service in the San Joaquin Valley in 1979, and in 1981 the route was extended into Los Angeles by means of dedicated Amtrak Thruway buses connecting with the trains in Bakersfield. There are now four San Joaquin train round-trips from Bakersfield to Oakland, and two round-trips from Bakersfield to Sacramento and an extensive network of connecting Thruway buses reaching as far north as Redding and Arcata/McKinleyville. Taken together, the Pacific Surfliner and San Joaquin Routes provide basic transportation throughout virtually the entire State, and coordination between the two corridors is vital to maintaining a single unified system. Accordingly, close schedule connections at Los Angeles between the San Joaquin connecting buses and Pacific Surfliner trains will continue to be provided whenever possible.

**Capitol Corridor** – Extension of Thruway Bus Route 17 to the Bay Area allows connections with the Capitol Corridor at San Jose.

**Coast Starlight** – This train provides service between Los Angeles-Oakland-Sacramento-Portland-Seattle, providing Amtrak's basic service up and down the entire West Coast, linking Southern California with the San Francisco Bay Area, Sacramento, and the Pacific Northwest. The original Amtrak legislation in 1971 actually defined the Coast Starlight Route as extending from San Diego to Seattle, but the stub terminal at Los Angeles Union Station, and the lack of train turning facilities in San Diego, made through operation difficult.

**Southwest Chief and Sunset Limited/Texas Eagle** – These transcontinental trains are also part of Amtrak's original basic system, and they connect with the Pacific Surfliner at Los Angeles. They link California with the Southwest, Midwest and Southeast regions of the country. The Southwest Chief via Albuquerque and Kansas City is the most direct route to Chicago. The Sunset Limited runs to San Antonio, Houston, New Orleans, and Orlando. At San Antonio, the Sunset Limited exchanges through cars with the Texas Eagle, which runs north to Dallas, St. Louis and Chicago.